

## **ABSTRACT**

*Indonesia is a very large country and has a lot of potential that can be maximized and utilized by its population. The utilization of existing resources in Indonesia has great potential to create jobs that can meet the needs of the workforce. Indonesia. Therefore, a social media application will be developed with the theme Career and Profession.*

*This application aims to address various issues in the Indonesian labor market, including: (1) Many graduates having skills that are not relevant to the industry, (2) challenges related to the presence of foreign workers, and (3) an imbalance between the number of graduates and job vacancies. It is hoped that this application can enhance transparency, information access, and connectivity between job seekers and companies, thus creating a better and sustainable work environment.*

*Through the development of this application, individuals can maximize their career potential, bridge the gap between their skills and market demand, and collaborate with various stakeholders on the journey towards professional success.*

*Keywords: Social media applications, Career and profession, web application development, mobile application development*