



RESEARCH ARTICLE

The Management of Dealls' Social Media on X (Twitter) in Building Job Seeker Engagement and Trust

Sadila Syaumi Al-Fallah^{1*}, Wina Puspita Sari^{2*}, Asep Soegiarto^{3*}, Muria Putriana^{4*}, Abdul Kholik^{5*}

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Abstract

Social media has become a strategic channel for digital recruitment platforms to build relationships with their audiences. One platform actively fostering closeness with job seekers on X is @deallsjobs, the official account of Dealls, a recruitment platform known for being responsive and closely connected to the job-seeking community on social media. This study aims to understand how Dealls manages its X account to build engagement and trust among job seekers. Using a descriptive qualitative approach, the study applies Regina Luttrell's Circular of SoMe model as the analytical framework. Data collection was conducted through direct observation, in-depth interviews with the key informant managing the X account and a job seeker, as well as documentation of posts from the @deallsjobs account on X. The data were analyzed through data reduction, data presentation, and conclusion drawing. The results show that Dealls implements the four stages of the Circular of SoMe in an integrated manner. In the Share stage, Dealls distributes job vacancy content, career education, and motivational posts in a contextual and responsive way in relation to public discussions. In the Optimize stage, the X account administrator adjust the posting times, communication tone, and relevant issues according to user characteristics, including tapping into ongoing trends. In the Manage stage, the account maintains consistency through polite and relevant communication, including careful responses to sensitive issues via cross-team coordination. Lastly, in the Engage stage, Dealls builds personal connections with the audience through two-way interactions, empathetic replies, and a casual yet meaningful tone of communication. The study concludes that Dealls' social media management goes beyond mere information dissemination; it also focuses on fostering strong digital relationships with its audience. Consistent, responsive, and relevant management practices drive active engagement and help build trust, stemming from timely responses, empathetic communication, and a presence that aligns with job seekers' needs on the X platform. The engagement and trust developed through these practices also open up opportunities for the emergence of long-term digital loyalty.

Keywords: Social Media Management, Engagement, Trust, Circular of SoMe, Job Seekers

Introduction

The development of information and communication technology has significantly transformed the way people interact in accessing information and building social relationships. Social media, as one of the main manifestations of digital technology, no longer serves solely as a tool for entertainment and interpersonal communication, but has also become a strategic channel across various sectors, including employment and workforce recruitment (Sakka et al., 2024). In Indonesia, with over 212 million internet users or 74.6% of the total population, the digital sphere has become a primary arena for information dissemination and professional experience exchange (Riyanto, 2025).

Social media facilitates rapid and widespread two-way communication between service platforms and their users. In this context, many companies and recruitment platforms utilize social media as a more dynamic channel for job vacancy distribution compared to conventional media. This practice not only expands the reach of information but also opens opportunities for more personal and relevant interactions between platforms and job seekers (Fadilla, 2020). One such platform actively leveraging social media to engage with job-seeking audiences is Dealls, through its X account (formerly Twitter) @deallsjobs.

X is a microblogging platform that enables users to post brief, real-time messages (known as tweets) with a maximum of 280 characters (Puspitaningrum et al., 2020). Its popularity is high among young professionals, primarily due to its concise and direct communication

style. Recent data shows that Indonesia is the third largest user of X globally, with 25.16 million users as of January 2025 (Rizaty, 2025). X users tend to be well-educated and actively engaged in discussions, making the platform ideal for communication around career development and employment topics (Riyanto, 2025).

This phenomenon has encouraged many actors, including digital recruitment platforms, to utilize X as a strategic communication channel. In this landscape, several job-focused accounts have emerged, using X to communicate directly with their audiences. One prominent example is the @deallsjobs account, which not only shares job postings but also actively participates in public conversations on popular "base" threads. This engagement highlights the potential for job portals to develop participatory and adaptive communication strategies within the digital space.

Although this practice is growing within the digital communication landscape, academic studies specifically examining social media management by job portals in Indonesia remain limited. Previous research has generally focused on formal institutions such as commercial companies or educational entities, while the role of job portals as digital communicators remains underexplored. As a result, there is a lack of comprehensive understanding regarding how job portal accounts strategically maintain relationships with their audiences on platforms like X. Therefore, it is crucial to explore how social media management practices are implemented by accounts like @deallsjobs, particularly in building engagement and trust, two essential pillars of strong digital relationships.

Several studies emphasize that evaluating social media management should go beyond posting frequency or account popularity. A crucial aspect lies in how relationships with audiences are built and maintained over time. As noted by Anesti & Diniati (2024), platform-audience relationships should be assessed based on the extent to which active engagement and trust are developed and sustained in the digital space. Engagement encompasses various forms of participation, including replying to posts, mentioning accounts, liking, and retweeting content. Trust refers to the account's consistency in delivering valid,

Universitas Negeri Jakarta

**) corresponding author*

Sadila Syaumi Al-Fallah

Email: sadila.syaumi@gmail.com

credible, reliable, and transparent information (Ngabiso et al., 2021). These two indicators are central to assessing the quality of digital relationships within an ever-evolving communication ecosystem.

To address this gap, this study aims to examine the social media management practices of job portal accounts in Indonesia. To understand how platform-audience relationships are built and maintained over time, the study employs the Circular of SoMe model (Share, Optimize, Manage, Engage) developed by Regina Luttrell. This model was selected as it offers a comprehensive and dynamic framework to assess social media management practices that are adaptive, participatory, and sustainable (Luttrell, 2022).

The Circular of SoMe consists of four interconnected stages. The Share stage emphasizes the importance of distributing relevant and targeted content to establish a digital presence. Optimize refers to the adjustment of content, timing, and communication style to match audience digital culture. The Manage stage focuses on maintaining a consistent online presence and reputation, including coordinated responses to public issues. Lastly, the Engage stage stresses the creation of two-way, emotional, and meaningful relationships with audiences.



Figure 1. The Circular Model of SoMe
Source: ginaluttrellphd.com

The application of the Circular of SoMe model in this study is based on its capacity to capture social media practices that are dynamic, non-linear, and participatory. The model emphasizes an interconnected communication cycle: from content sharing and message adjustment to interaction management and emotional connection building (Luttrell, 2022). These characteristics align with the communication approach of the @deallsjobs account, which actively engages with the job seeker community in a contextual and informal manner. Therefore, the model serves as an appropriate conceptual framework for analyzing how these four stages are integrated in forming strong audience relationships.

In this process, the engagement and trust formed are not only vital indicators of a strong digital relationship but can also lead to deeper user attachment. In social media studies, this is referred to as digital loyalty, a condition in which users not only engage actively but also demonstrate consistent behavior in following, sharing, and recommending the account voluntarily. This type of loyalty is reflected in users' continued interest in using and sharing positive experiences about the account on social media (Adriansyah & Fasa, 2023). Although not the primary focus, this understanding is relevant for illustrating how consistent social media management practices can contribute to building long-term relationships with audiences.

Thus, this study seeks to provide an in-depth understanding of how job portal social media accounts such as @deallsjobs cultivate engagement and trust through participatory, adaptive, and integrated management practices. This focus contributes not only to the academic discourse on digital relational dynamics between job portals and their audiences but also offers practical insights into social media management practices that align with the characteristics of Indonesia's job-seeking community.

The relationship among the main elements of this study is illustrated in the conceptual map below. It demonstrates how the @deallsjobs account implements the stages of the Circular of SoMe model to build engagement and trust among job seekers. Furthermore, such engagement and trust may develop into a deeper form of digital attachment: digital loyalty.

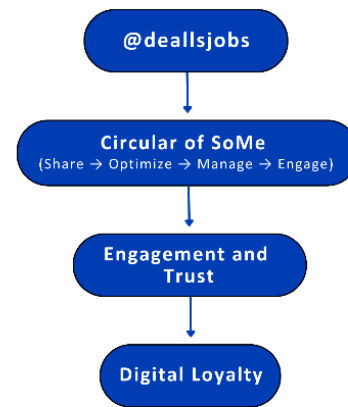


Figure 2. Conceptual Framework of the Study

Method

This study employed a descriptive qualitative approach, aiming to describe and deeply understand a social phenomenon from the participants' perspective. According to Sugiyono (2023), qualitative research is grounded in understanding the meanings constructed by individuals regarding particular situations or events, and it is conducted in a natural and contextual manner. This approach seeks to capture reality as it is, without manipulation, and emphasizes process and meaning. These characteristics make the qualitative approach appropriate for this study, as the focus is not to test hypotheses but to gain in-depth insight into how social media management practices shape engagement and trust among job seekers. This approach allows the data to be presented naturally, acknowledging that digital social contexts are dynamic and reflective.

The specific type of approach used was descriptive qualitative. In this context, "descriptive" refers to efforts to portray social phenomena in a detailed and systematic manner, without manipulation or intervention in the observed context. The researcher did not conduct experiments or treatments, but instead allowed data to emerge naturally from field conditions (Sugiyono, 2023). Therefore, this approach is considered relevant for tracing and describing patterns of interaction, communication practices, and perceptions that emerge within Dealls' social media space.

In qualitative research, the researcher serves as the primary instrument in the process of data collection and interpretation. This means the researcher is directly involved in observation, interviews, and documentation, and interprets the data based on personal yet systematic understanding and reflection (Creswell, 2018). This study was conducted online from March to June 2025, focusing on the digital activity of the X account @deallsjobs.

Participants in this study included two informants. The first was a key informant, a representative from Dealls' social media team responsible for managing the X account (@deallsjobs). The second was an active job seeker who regularly engages with the @deallsjobs account.

Informants were selected using purposive sampling, allowing the researcher to intentionally select participants based on specific considerations relevant to the research objectives. According to Sugiyono (2023), purposive sampling involves selecting participants who are deemed knowledgeable and well-informed about the issue being studied. The informants were chosen based on their direct involvement with Dealls' X account, either as part of the management team or as active job seekers. Inclusion criteria included individuals who consistently responded to posts, participated in discussions, or shared opinions in digital community base accounts such as Workfess and Tanyarlifes.

In contrast, the exclusion criteria applied to passive users who showed no relevant engagement or participation related to the research context. The number of informants was limited and maintained until data saturation was reached, when no new significant information emerged from further interviews (Creswell, 2018).

Table 1. Informant Information

Informant Code	Role in the Study	Description
KI	Key informant	Staff member from Deals' social media team responsible for handling the X account (@deallsjobs)
I1	Informant	Active job seeker engaged with the @deallsjobs account

Data collection employed three primary techniques: non-participatory digital observation, in-depth interviews, and documentation. Observation was conducted by monitoring posts, replies, and public interactions involving the @deallsjobs account, without the researcher directly participating in those digital activities. Observations were conducted routinely (two to three times a week) during the research period to examine communication patterns, user responses, and the ways the account conveyed messages. Digital observation allowed the researcher to capture interactional realities in a natural context without affecting the ongoing social dynamics (Sugiyono, 2023).

Interviews were conducted online with both informants using a semi-structured format. According to Esterberg in Sugiyono (2023), semi-structured interviews offer researchers the flexibility to develop questions in response to the conversation flow while still adhering to the core research focus. Interviews lasted 45–60 minutes, were recorded, and transcribed verbatim. The interview guide included five main questions based on the research focus, which were developed further according to informants' responses.

Meanwhile, documentation was obtained from public posts of the @deallsjobs account, including tweets, threads, and replies, as well as screenshots of relevant interactions in digital community base accounts. This digital documentation served as a trace of open communication that supports and verifies other findings (Sugiyono, 2023).

Primary data were obtained from in-depth interviews with the two informants and direct observation of the @deallsjobs account's digital activities. Secondary data were collected from publicly available digital documentation and relevant academic literature supporting the analytical context.

Data analysis employed the interactive model of Miles and Huberman. According to Miles and Huberman in Sugiyono (2023), qualitative data analysis involves three main stages: data reduction, data display, and conclusion drawing or verification. Data reduction was conducted by selecting, focusing, simplifying, and abstracting relevant data. Interview and observation data were openly coded to identify key themes. These themes were then presented in narrative form and in tables containing direct quotes from informants. This presentation aimed to highlight relationships among themes and the meanings that emerged. Conclusions were drawn gradually by comparing the findings with the Circular of SoMe theoretical framework to ensure theoretical consistency.

Data validity was ensured through triangulation of techniques, by comparing and integrating results from the three data collection methods: observation, interview, and documentation. According to Patton in Sugiyono (2023), triangulation helps test data consistency and strengthens the credibility of findings through source comparison. To ensure the reliability and credibility of the data, this study applied technique triangulation by integrating interview, observation, and documentation results. This approach helped reinforce the consistency of findings and ensured that the interpretations reflected the field reality comprehensively and meaningfully (Alfansyur & Mariyani, 2020).

In addition, this study conducted member checking by validating the researcher's interpretations with the Head of the Deals Social Media Team as an authoritative party. Although not a direct informant, this individual reviewed key findings to ensure alignment with the platform's intended communication approach. The validation process involved follow-up communication, including sharing interview quotes and corresponding interpretations. This step helped ensure the study's findings were accurate, honest, and aligned with Deals' actual media practices.

Results and Discussion

This study aims to understand how the @deallsjobs account manages its social media presence, particularly on the X platform

(formerly Twitter), in fostering engagement and trust among job seekers. To explain this process, the study employs the Circular of SoMe model developed by Regina Luttrell as the analytical framework. This model consists of four main stages: Share, Optimize, Manage, and Engage. Each stage is interconnected and forms a structured and participatory cycle of social media management.

These stages do not operate independently but instead complement one another. The @deallsjobs account demonstrates how their management practices reflect this cycle holistically, starting from sharing relevant content, adjusting communication styles to suit the characteristics of the digital space, maintaining consistent account presence, to building responsive and close relationships with the audience.

Findings derived from interviews with a staff member from Deals' social media team who manages the X account (@deallsjobs) and a job seeker, as well as from direct observation of digital activity and supporting documentation, reveal practices that are not only technically active but also strong in relationship-building. The following sections describe how each stage of the model is implemented in practice, and how these efforts contribute to meaningful engagement, the development of trust, and the cultivation of digital loyalty among job seekers who interact with Deals on the X platform.

Share

In the Circular of SoMe model, the Share stage represents the initial gateway for a social media account to establish its digital presence and identity. Luttrell (2022) explains that "sharing" is the first action in building a connection with the audience through content that is relevant, consistent, and valuable. It is not only about how frequently content is posted, but also how well it aligns with the audience's needs and digital culture.

The @deallsjobs account demonstrates a Share practice that is not only regular and informative but also contextual. The shared information includes job vacancy threads, career tips, and motivational content specifically targeting job seekers. The use of thread format on the X platform fits its characteristics, allowing for structured narratives within character limits.

However, the strength of the Share stage lies not only in the content itself but also in how Deals disseminates it. Unlike other job vacancy accounts that operate within their own timelines, Deals actively shares content in public discussion spaces such as Workfess, HRDbacot, and Tanyarl. The social media team at Deals does not wait to be tagged, but instead joins ongoing conversations proactively. This shows that sharing, for them, is not just about delivering information, but about building meaningful dialogue.

Luttrell emphasizes that successful sharing depends on how well an account becomes part of the community it serves. Deals embraces this by using a grounded communication style, casual language, empathetic responses, and light humor when appropriate. Replies from the account feel like they come from a friend rather than a corporate platform, making the information more relatable and easier to absorb.

Based on interviews with the account administrator, the team monitors conversations daily in digital community base accounts such as Workfess, Tanyarl, Tanyakanrlfes, and HRDbacot. The administrator decides whether to comment, offer solutions, or simply provide encouragement. This indicates that the Share strategy is implemented with intention and planning, aiming to be genuinely present within the job-seeking community rather than merely appearing active.

Shared content also goes beyond job listings. The account sometimes posts CV tips, interview advice, or even labor law education within reply threads. These efforts reflect an understanding that shared information must be valuable, not just current. In this context, sharing becomes a tool to build credibility rather than just digital presence.

This practice also reflects that Deals views its audience not just as users but as a community. Activities such as polls, giveaways, or replying to personal tweets from users are forms of sharing that emphasize two-way relationships. This aligns with the principle that effective social media communication is not one-directional but participatory and open.

Overall, the Share stage in Deals' practice illustrates that content sharing is not just about informing but about understanding, responding, and shaping meaningful conversations. This strategy establishes a strong foundation for engagement before advancing to the next stages in the Circular of SoMe model.

Optimize

According to Luttrell (2022), the Optimize stage involves refining how an account communicates to suit the style, timing, and expectations of its digital community. Optimization is not solely about technical aspects like algorithms or ideal posting hours, but also about how messages are conveyed in ways that feel appropriate and relevant to the audience.

In practice, @deallsjobs demonstrates optimization through contextual adjustments in communication style. Based on interview and observation results, the key informant tailors tone and language depending on the digital space. For instance, when responding to posts in community base accounts like Workfess, the communication remains casual but becomes more serious and cautious. This is because discussions in such spaces often address sensitive topics like work experiences, recruitment systems, or complaints about companies. Dealls, therefore, maintains its credibility as a trustworthy job platform by offering empathetic but measured responses.

Conversely, in more informal spaces like Tanyarl or Tanyakanrl, their style can be lighter, including humor or emojis. These adjustments show that Dealls understands each digital space has different social norms, and messages are more effective when delivered in a tone that aligns with that culture.

Luttrell highlights the importance of social listening, the ability to observe and understand how audiences speak and behave in digital spaces. Dealls demonstrates this consistently. While flexible in language, the account maintains its identity as a supportive, friendly, and professional platform. It avoids adopting sarcastic or cynical tones, even when such styles are trending in popular community base accounts on social media.

From a technical perspective, optimization is also evident in posting time choices. According to the key informant, posts are typically shared during peak user hours, such as 9:00–11:00 a.m. and 3:00–5:00 p.m. These time slots are chosen based on user habits of checking social media before starting work and during afternoon breaks. This approach aligns with Luttrell's concept of timing strategy, which emphasizes delivering messages when the audience is most receptive.

Additionally, Dealls actively responds to viral trends or issues related to the job market. When viral complaints arise about recruitment systems, overtime policies, or unprofessional HR behavior, Dealls responds without judgment, offering education, clarification, or moral support. This responsiveness highlights their sensitivity to public discourse and commitment to staying relevant.

For the audience, these actions reinforce the impression that Dealls is not merely present to distribute information but also to listen. Adjustments in tone, style, and timing send the message that the account is not rigid or merely following a posting routine, but genuinely part of the conversation. From here, meaningful engagement can grow and trust can be built over time.

Through this approach, Dealls' optimization efforts extend beyond algorithms, demonstrating attention to user comfort and contextual realities. This serves as a crucial foundation for building digital relationships that are not only active but also enduring.

Manage

The "Manage" stage in the Circular of SoMe model emphasizes the importance of maintaining consistency in a social media account's style and controlling its voice to remain aligned with the identity and values it seeks to convey. At this stage, social media management goes beyond delivering messages; it includes ensuring the account appears deliberate and accountable in various situations (Luttrell, 2022).

In practice, the @deallsjobs account demonstrates that control is not only about being responsive but also about carefully deciding how and when to respond. The key informant explained that when complaints or criticisms about the Dealls platform appear, responses are not provided immediately. Instead, internal discussions are held first to ensure that any reply given is accurate and responsible. This approach shows that the account does not prioritize speed alone, but aims to ensure every response is thoughtful and appropriate.

Consistency in tone is also clearly observed. Even in casual spaces like Workfess, Dealls maintains a polite and friendly communication style. They refrain from adopting sarcastic or cynical tones that often dominate such environments. This is done to uphold the account's image as a trustworthy representation of a career platform. As described in the Circular of SoMe model, maintaining a consistent voice across all digital

channels is a critical element of control and responsibility (Luttrell, 2022).

One notable finding in this stage is the differentiated response pattern depending on the type of post. Based on interviews, it was observed that Dealls tends to respond more quickly to lighthearted or humorous posts than to serious complaints regarding its recruitment system. The key informant, a staff member responsible for managing the @deallsjobs account on X, confirmed this. Topics involving internal systems or user experiences require coordination with other teams to avoid miscommunication. This indicates that engagement is not measured by speed alone, but also by caution and clarity, both of which are essential in maintaining trust.

Management in this stage also involves selective engagement. Not all posts require public responses. For more personal or technical matters, the @deallsjobs account sometimes replies through direct messages. This approach shows that they prioritize user comfort rather than chasing public visibility.

Observations further reveal that the account consistently monitors community base accounts. Despite being managed by a single individual, the account remains actively engaged. The key informant explained that they follow a structured daily workflow, which allows them to stay responsive, address inquiries, and maintain steady communication.

Overall, the Manage stage in Dealls' social media practice demonstrates that meaningful digital engagement is not defined merely by visibility, but also by responsibility. Through tone consistency, cautious responses to sensitive issues, and coordinated communication, the account successfully maintains the trust of the job-seeking community. From this trust, digital loyalty grows, not from popularity but from dependable presence.

Engage

The Engage stage in the Circular of SoMe model marks the point at which the relationship between a social media account and its audience deepens beyond ordinary interaction. Luttrell (2022) explains that this stage is critical for creating meaningful digital experiences, where the focus is not only on the volume of engagement but also on the quality of relationships built through those interactions. These relationships are founded not merely on information, but on trust and social connection.

In practice, the @deallsjobs account shows a clear understanding of this digital engagement. It is not only used to share job information but also to become an active part of the digital job-seeking community. The account frequently replies to posts, encourages users, and interacts with audiences in discussion spaces like Workfess, Tanyarl, Tanyakanrl, and HRDbacot. Its communication style is friendly, using everyday language and light humor. Replies feel like they come from a reliable digital friend rather than a formal platform.

Furthermore, the engagement Dealls fosters can be seen in initiatives such as quizzes, polls, and giveaways. One example is the CV review giveaway, where users could submit their CVs for free review and win prizes. This initiative was not just a promotional gimmick, but a meaningful response to actual audience needs. Challenges around writing effective CVs often arise in job-seeking forums, and Dealls responded by providing relevant, practical support. This type of engagement goes beyond entertainment, offering real value to users.

Such practices align with Luttrell's concept that successful social media accounts build emotional relationships with their audiences by listening, responding meaningfully, and encouraging open conversation (Luttrell, 2022). This is evident in how Dealls addresses user complaints or emotional posts in spaces like Workfess. Rather than offering generic answers, they first interpret the context carefully and consult internally when necessary before responding to sensitive topics. This shows a genuine effort to listen to the audience and avoid careless replies. Their open-ended comments and humorous interactions further invite continued dialogue, making users feel they are talking to a warm and approachable presence.

Through this engagement, @deallsjobs has created an interactive space that not only strengthens trust but also fosters digital loyalty. When users feel heard and emotionally connected, they are more likely to continue following, responding to, and voluntarily sharing content. In this context, engagement is more than a metric, it is a reflection of an authentic and sustained relationship.

Table 2. Social Media Management Practices of Deals Based on the Circular of SoMe Stages

Circular of SoMe Stage	Identified Social Media Management Practices	Identified Social Media Management Practices
Share	Sharing job vacancies, career education, and motivational content through threads and interactions in digital communities (base)	Enhancing relevance and establishing a digital presence
Optimize	Adjusting posting times, communication tone, and language style to fit the context of digital spaces	Increasing audience closeness and acceptance
Manage	Maintaining communication tone consistency and responding to issues through internal coordination	Preserving trust and reinforcing credibility
Engage	Actively and empathetically participating in informal conversations within job-seeking communities	Promoting emotional engagement and digital loyalty

In addition to the findings from each stage, digital documentation also reveals that the @deallsjobs account has a strong presence within the job-seeking community on the X platform. Many of the account's replies appear at the top of public conversations, particularly on the Workfess base, where they are viewed millions of times and receive thousands of likes. This high exposure reflects more than just popularity; it indicates that the Deals account is perceived as credible and trustworthy. Some users even express appreciation or voluntarily tag the account when seeking assistance or clarification.

Overall, the management practices implemented by the Deals account holistically reflect the Circular of SoMe model. According to Luttrell (2022), the success of digital relationships depends on the continuity among its stages: sharing relevant content (Share), tailoring messages for precision (Optimize), maintaining control over communication (Manage), and building genuine and close connections with the audience (Engage). When executed consistently, these stages form a participatory and meaningful communication cycle.

Dealls demonstrates that success on social media is not merely about content volume or response speed, but about the ability to listen, adapt, and respond in a human-centered way. The relationships built through these practices transcend the mere delivery of information and evolve into trust and emotional closeness. This, in turn, leads to digital loyalty, a form of attachment that arises when audiences feel valued and included (Luttrell, 2022).

Discussion

This study demonstrates that the @deallsjobs account does not merely use social media as a tool for disseminating information but also as a means to build close and active relationships with the job-seeking community on the X platform. In its daily activities, the account serves not only as a job vacancy announcer but also as a digital companion that greets, responds to, and encourages job seekers. This approach emphasizes the importance of a social presence that feels authentic in digital spaces, rather than simply appearing active.

Luttrell's Circular of SoMe model served as the primary framework for understanding how this account is managed. The four stages: Share, Optimize, Manage, and Engage, are not implemented as separate elements but as an integrated and continuous cycle. Together, these stages reinforce one another and contribute to building digital relationships that are not only active but also emotionally connected.

In the Share stage, the @deallsjobs account does not limit itself to posting job threads, interview tips, or labor rights education. It is also actively present through contextual replies in various community-based discussion spaces. One documented example shows how the account responded to a user who expressed frustration over repeated job interview failures despite answering questions well. Rather than replying with a generic response, Deals encouraged the user and shared a visual guide on answering interviews using the STAR method (Situation, Task, Action, Result). In other instances, Deals included links to additional

learning resources, such as articles, videos, or relevant threads, helping users better understand the topic at hand.

This practice expands the meaning of "sharing" to become more than just the distribution of information. It becomes a form of active, contextual, and educational participation. The account functions not only as a content provider but also as a knowledge facilitator, adapting its content to meet the specific needs of its audience. This aligns with Luttrell's (2022) argument that effective sharing is not about the quantity of content, but the quality of the connections formed through relevant, targeted, and socially meaningful communication.

The Optimize stage is evident in how Deals adjusts its tone and posting times according to audience habits. The team uses casual language and memes in spaces like Tanyarifes but adopts a more empathetic and neutral tone when responding to sensitive posts in Workfess. Posting times are also strategically chosen based on user activity, such as from 9:00 to 11:00 a.m. and from 3:00 to 5:00 p.m.

Luttrell refers to this adaptation as digital cultural fluency, emphasizing the importance of understanding a community's rhythm, tone, and conversational context. Optimization is not limited to algorithms or timing but includes cultural fit. This approach helps a brand avoid appearing like an outsider and instead fosters a sense of belonging within the digital community.

The Manage stage at Deals is implemented by maintaining consistent voice and tone across interactions. Although the account frequently engages in casual, humor-driven digital spaces, it avoids using sarcasm or harsh language. Professionalism and politeness are upheld to maintain the account's credibility. For instance, when users post complaints about non-transparent recruitment processes, Deals does not immediately reply in public. Instead, the team internally verifies the context before responding, showing a commitment to responsible communication.

Consistency helps build credibility and creates a safe space for users to voice their concerns. This supports long-term trust, as suggested by Ngabiso et al. (2021), who emphasize that digital trust is cultivated through ongoing and dependable communication.

In the Engage stage, @deallsjobs creates meaningful experiences for followers. The account does more than just respond to comments; it also runs polls, quizzes, and giveaways with practical purposes. For example, the CV Reviewer program allows users to submit their CVs for free review and potentially receive rewards. This initiative responds to a recurring concern among job seekers: uncertainty about proper CV formatting.

This practice aligns with Luttrell's (2022) idea that meaningful engagement arises from the account's ability to listen, respond appropriately, and maintain open dialogue. In response to user complaints, Deals provides context-sensitive answers, sometimes including light humor to maintain a natural tone. This behavior makes users feel heard and treated as part of a supportive community.

When audiences feel acknowledged, valued, and included in conversations, emotional bonds develop. This can lead to digital loyalty, where users not only remain active but also voluntarily follow, share, and recommend the account. As explained by Asmarasari et al. (2020), digital loyalty arises when users experience both emotional and functional satisfaction in their relationship with a brand.

Unlike the study by Gradianto and Andiansari (2024), which applied the Circular of SoMe model in the context of formal, top-down communication in state-owned enterprises, this research applies the same model within a participatory digital community setting. While PT KAI focuses on institutional branding, Deals emphasizes fluid and horizontal social presence. This broadens the model's applicability to more dynamic, community-driven environments.

The study concludes that social media can be managed not only as a channel for information dissemination but also as a space for equitable social relationships. For job portal managers and other digital platforms, the @deallsjobs example demonstrates that simple, consistent, and relevant practices can effectively build engagement, trust, and ultimately digital loyalty, without relying on large-scale promotions.

Limitation Of The Study

This study has several limitations that must be acknowledged. First, it only examines how the @deallsjobs account is managed on the X (Twitter) platform during the period of March to June 2025. Therefore, the findings may not be applicable to other platforms, similar accounts, or different timeframes, which may involve distinct communication styles and audience characteristics.

Second, the study involved only two informants: one social media staff member and one active job seeker. This limitation does not stem from a lack of available participants but rather from the fact that the interviews yielded recurring patterns, with no new significant information emerging. Hence, the data were considered sufficient. Nonetheless, the limited number of participants means that the findings may not fully represent the broader experiences of job seekers in general.

Third, the limited research duration means that the data only reflect the situation during the three-month observation period. Any changes occurring after this period are beyond the scope of this study.

Fourth, the study did not utilize digital analytics tools for data analysis. All observations were conducted manually, based on the posts and replies visible on the @deallsjobs account. This approach aligns with the study's objective of understanding communication practices rather than quantifying performance metrics. However, as a result, the study does not present detailed numerical data such as reach or impression statistics.

Despite these limitations, the researcher made efforts to ensure the accuracy of findings by triangulating data from interviews, observations, and documentation, and by validating key insights with the main informant. These limitations can serve as a reference for future studies to expand the methodological approach and tailor the analytical focus to different contextual needs.

Conclusions and Recommendations

Based on the analysis of the @deallsjobs account management on the X platform, it can be concluded that the relationship between the platform and its audience is built through a structured and contextual communication process, as reflected in the implementation of the Circular of SoMe model. The interaction patterns indicate a relational digital presence rather than one solely focused on information distribution.

The implementation of the Circular of SoMe model by Deals is evident across all its stages. In the Share stage, Deals actively disseminates job-related content contextually, including through participation in community discussions. The Optimize stage is seen in the adaptation of language style, posting times, and responsiveness to digital trends. In the Manage stage, the account maintains consistent communication and exercises caution in addressing sensitive issues through internal coordination. Finally, in the Engage stage, Deals fosters two-way, personal interaction that builds emotional closeness, even with passive audiences.

Audience engagement is reflected in active participation within digital discussion spaces, particularly through spontaneous interactions in community base accounts such as Workfess and Tanyarlifes. The adaptive communication style, empathetic and prompt responses, and consistent digital presence contribute to the formation of social closeness and reinforce perceptions of engagement. Trust in the Deals account grows with the consistent delivery of accurate information, respectful interaction style, and a reputation as a relevant and solution-oriented source for the job-seeking community.

These findings affirm that the success of social media management in the context of job portals is not solely determined by the quantity or quality of content, but by the ability to build meaningful relationships through contextual, consistent, and long-term communication.

As a recommendation, future research could further explore how digital social relationships between job information accounts and their audiences develop over time, particularly the dynamics of trust. Upcoming studies may also investigate forms of passive audience engagement, including users who do not interact directly but continue to follow, observe, and form perceptions based on the account's communication. This type of engagement is essential to understand, as digital participation is not always visible through explicit interaction, yet it significantly contributes to the gradual development of trust and loyalty. Furthermore, quantitative approaches such as surveys or digital network analysis could complement qualitative findings and provide a

broader picture of how digital communication strategies in social media management influence job seeker behavior.

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