

Analysis of Chinese Language Needs through Job Vacancy Advertising in Social Media

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Abstract: This study analyzed job advertisements published on digital recruitment platforms to identify the Mandarin language skills required in job applications, the types of jobs requiring Mandarin proficiency, and the supporting skills expected by employers. The data were collected from job advertisements published between October and December 2025 on platforms such as JobStreet, LinkedIn, WeChat, Talentics, and Glints. This study employed a descriptive qualitative approach using documentary analysis. A total of 70 job advertisements representing 90 job positions were analyzed. The findings revealed that active Mandarin language skills, particularly speaking and writing, are highly emphasized in the workplace. Administration and translation positions were the dominant job categories requiring Mandarin proficiency. In addition, computer skills and communication skills emerged as the most important supporting competencies required by employers. The findings indicate that Mandarin proficiency has become an important professional qualification in Indonesia's labor market and is increasingly integrated with technological and communication competencies in contemporary workplaces.

Keywords: Mandarin language, job vacancy advertisements, employability skills

I. INTRODUCTION

Job advertisements published in mass media and digital recruitment platforms constitute an important part of the employee recruitment process. These advertisements function as a medium through which companies disseminate information regarding available job opportunities, qualifications, and professional expectations. For prospective employees, job advertisements provide essential information that assists them in evaluating whether a particular position aligns with their educational background, competencies, and career goals (Ko et al., 2025; Amelia et al., 2024; Said et al., 2021).

According to Schwind (2013), job qualifications presented in advertisements are generally designed based on the specific needs of employers while still considering broader principles of employment practices. The job analysis process identifies the competencies required for individuals to perform effectively in a particular position. These competencies commonly include educational background, professional knowledge, work experience, certifications, and technical skills relevant to the position offered. Similarly, Dessler (2013) emphasized that recruitment requirements are formulated to ensure that companies obtain employees capable of meeting organizational objectives and operational demands.

In recent years, foreign language proficiency has become one of the important qualifications increasingly emphasized in job advertisements. Among various foreign languages, Mandarin has gained significant attention due to the rapid expansion of economic, educational, and business cooperation between Indonesia and China. As a result, many companies now require prospective employees to possess Mandarin language proficiency, and some job advertisements are even written

partially or entirely in Mandarin. This phenomenon indicates that Mandarin proficiency is no longer considered an additional skill but rather a strategic competency required in contemporary workplaces.

The increasing demand for Mandarin language skills reflects broader globalization trends and the growing integration of international business communication. Job advertisements distributed through newspapers, websites, and digital recruitment platforms enable industries to communicate their workforce demands efficiently to broader audiences. Kennan and Willard (2017) argued that qualifications listed in job advertisements represent competencies desired by employers and reflect labor market needs. Furthermore, Suhandang (2016) explained that mass media play a significant role in disseminating information quickly and effectively to large audiences, including employment-related information.

In addition to language proficiency, industries increasingly require applicants to possess supporting professional competencies. Modern workplaces demand not only technical abilities but also soft skills such as communication, teamwork, adaptability, and motivation. Yorke & Knight, (2006) highlighted that communication skills and motivational competencies are important factors influencing professional performance and workplace interaction.

Despite the increasing demand for Mandarin language skills, many job advertisements still provide only general descriptions regarding the required level of Mandarin proficiency. Most advertisements simply state that applicants should possess “good Mandarin skills” without clearly specifying whether the required competencies involve speaking, writing, reading, listening, or comprehensive communication abilities. This lack of detailed information creates uncertainty for prospective job applicants regarding the actual language standards expected by employers. Furthermore, limited information regarding specific Mandarin competencies also creates challenges for educational institutions in designing language learning curricula that align with industrial needs.

Previous studies concerning job advertisements have primarily focused on general employment qualifications, labor market trends, and gender representation in recruitment practices. However, studies specifically examining Mandarin language requirements and supporting competencies in Indonesian job advertisements remain limited. Therefore, this study seeks to fill this gap by analyzing Mandarin language requirements in digital recruitment platforms, particularly JobStreet and LinkedIn, as well as other online recruitment media.

This study aims to analyze the Mandarin language skills emphasized in job applications, identify the types of jobs requiring Mandarin proficiency, and examine the supporting skills required alongside Mandarin language competence in employment requirements. Through these objectives, the study is expected to provide insights into current industrial demands regarding Mandarin language proficiency and contribute to the development of language education and workforce preparation in Indonesia.

II. LITERATURE REVIEW

A. Job Advertisements and Employment Requirements

Job advertisements are important instruments used by companies to communicate employment opportunities and required qualifications to prospective workers. Through job advertisements, employers provide information regarding educational background, technical skills, language proficiency, and other competencies needed in the workplace.

Prayono (2002) conducted a study on job requirements by analyzing job advertisements published in several national newspapers in Indonesia. The study found that employers generally required applicants to possess English proficiency, both written and spoken, a minimum Grade Point Average (GPA) of 2.75, and various technical and operational skills. These findings indicate that language ability and academic achievement were considered important qualifications in the recruitment process.

In another study, Martono (2010) analyzed different categories of jobs advertised in newspapers. The study revealed that administrative staff and sales staff were among the most frequently offered positions. Furthermore, the study showed that female workers were highly demanded in several sectors, diploma graduates were preferred over other educational levels, and accounting as well as engineering were among the most sought-after academic fields. This study demonstrates that job advertisements can reflect industrial preferences and labor market trends during a particular period.

Both studies emphasize that job advertisements serve as a valuable source of information regarding workforce demands and employer expectations.

B. Gender-Based Discrimination in Job Advertisements

Studies on job advertisements have also addressed issues of gender representation and discrimination in recruitment practices. Hidayati (2014) investigated the tendency of gender-based discrimination in Indonesian job advertisements. The study specifically examined the extent of gender bias among national and multinational companies and explored factors contributing to discriminatory practices in job advertisements published in national newspapers.

The findings revealed that job advertisements function as the initial communication channel between employers and job seekers. Therefore, the language and qualifications presented in advertisements may influence applicants' perceptions and opportunities. Hidayati (2014) further argued that certain recruitment criteria indirectly reflected gender preferences, which may limit equal employment opportunities for male or female applicants.

This study highlights that job advertisements are not only recruitment tools but also social representations of workplace expectations and organizational values.

C. Job Advertisements as Sources of Employment Information

Job advertisements are easily accessible through newspapers, websites, and digital recruitment platforms, enabling job seekers to understand current labor market demands (Rahman et al., 2025; Sujoko et al., 2023; Youngsun et al., 2024). According to Kennan and Willard (2017), the qualifications listed in job advertisements represent the competencies and characteristics desired by employers. Their study emphasized that advertisements provide valuable insights into industrial expectations and workforce standards.

Similarly, Walker (2008) stated that job seekers use advertisements to obtain essential information regarding companies, positions, and required qualifications before applying for jobs. In addition, Suhandang (2016) explained that mass media have the ability to disseminate information quickly to broad audiences, making advertisements effective tools for recruitment and communication.

Beyond technical competencies, soft skills are also increasingly required in modern workplaces. The importance of communication skills and motivation in professional environments. Furthermore, UNICEF (2012) emphasized that skills and competencies should be systematically evaluated based on their practicality, value, and relevance to employment needs.

These studies collectively indicate that job advertisements provide not only vacancy information but also broader insights into labor market expectations and professional competencies.

D. Mandarin Language Skills in Contemporary Employment

In the era of globalization, foreign language proficiency has become one of the important qualifications required in many industries. Mandarin language skills, in particular, have become increasingly valuable due to China's expanding economic influence and business relations with many countries, including Indonesia (Burhan et al., 2026; Rahman et al., 2023; Weda et al., 2021).

Building upon previous studies concerning employment qualifications and job advertisements,

the present study analyzes Mandarin language requirements through digital recruitment platforms such as JobStreet and LinkedIn. The findings indicate that active Mandarin proficiency is highly demanded by employers. In addition to language proficiency, companies also expect applicants to possess supporting skills such as computer literacy and effective communication abilities.

These findings suggest that contemporary labor markets increasingly require workers who are equipped with both language competence and complementary professional skills to meet industrial demands.

III. METHODS

A. Research Design

This study employed a qualitative descriptive approach using documentary study as the primary method of data collection. Documentary study refers to the process of analyzing documents that contain information related to the phenomenon under investigation. According to Bailey, as cited in Ahmed (2010), documentary study involves examining documents as sources of research data to understand particular social phenomena. Furthermore, Payne and Payne, as cited in Ahmed (2010), explained that documentary research is used to examine, categorize, interpret, and analyze written documents systematically.

This method was considered appropriate because the study focused on identifying and analyzing Mandarin language requirements presented in online job advertisements.

B. Data Sources

The data of this study consisted of job advertisements containing Mandarin language requirements published on Indonesian digital recruitment and social networking platforms. The platforms selected for data collection were JobStreet, LinkedIn, WeChat, Talentics, and Glints.

The advertisements were collected during the period from October 31 to December 31, 2025. The selected job advertisements specifically included vacancies that explicitly required Mandarin language proficiency as one of the qualifications for applicants.

C. Data Collection Procedure

The data were collected through several procedures. First, the researcher searched for job advertisements on the selected platforms using keywords related to Mandarin language skills, such as “Mandarin speaker,” “Mandarin translator,” “Chinese language,” and “Mandarin proficiency.” Second, the researcher selected advertisements that explicitly mentioned Mandarin language requirements. Third, the relevant advertisements were documented and classified based on categories such as job position, required language skills, educational background, and supporting competencies.

D. Data Analysis

The collected data were analyzed qualitatively through several stages, namely data reduction, categorization, interpretation, and conclusion drawing. The researcher identified recurring patterns and dominant qualifications related to Mandarin language requirements in the advertisements. The analysis focused on identifying the types of Mandarin skills required by employers, additional competencies expected from applicants, and the employment sectors demanding Mandarin proficiency.

The findings were then interpreted to understand current labor market needs regarding Mandarin language competence in Indonesia.

IV. RESULTS AND DISCUSSION

A. Findings

This data has been clarified and elaborated to improve readability and comprehension. This study analyzed job advertisements collected from five social media platforms: JobStreet, LinkedIn, WeChat, Talentics, and Glints. To achieve the research objectives, the researchers conducted a data reduction process by selecting only job advertisements that explicitly required Mandarin language skills. Based on this process, 70 job advertisements were obtained for the period from October 31 to December 31, 2025. These advertisements represented 90 different types of jobs. Next, all data were systematically classified and analyzed based on three main research focuses: (1) the types of Mandarin language skills emphasized in job applications, (2) the types of jobs that require applicants to have Mandarin language skills, and (3) supporting skills required for job applications. The data grouping results were then presented in tabular form to clarify the research findings.

Mandarin Language Skills Required for Job Applications The first research question was to determine the types of Mandarin language skills required for job applications. The hypothesis stated in Chapter 1 stated that all Mandarin language skills (speaking/口语, writing/写作, listening/听力, and reading/阅读) are essential in the workplace, especially active Mandarin language skills such as speaking (口语) and writing (写作). Table 1 below shows that industries require job applicants to have a good command of and proficiency in Mandarin in general (45.2%). By proficiency in Mandarin here, we mean that prospective applicants must be able to communicate effectively using all Mandarin language skills. 7.8% of industries require passive Mandarin language skills for their applicants. Furthermore, there are also industries that require job applicants to have passive Mandarin language skills (7.8%), both verbally (23.5%) and written (23.5%). Overall, the results of this study indicate that active Mandarin language skills play a dominant role in job requirements, making communicative competence, both verbally and written, a key factor in enhancing applicants' competitiveness in the workforce.

Table 1. English Language Skills Emphasized in Job Applications

No.	Types of Skills	Amount	Percentage
1	Actively master/proficient in Mandarin (Speaking, Writing, Reading, Listening)	52	45,2%
2	Able to speak Mandarin passively	9	7,8%
3	Speaking	27	23,5%
4	Writing	27	23,5%
Total		115	100%

1. Jobs Requiring Mandarin Language Proficiency

Based on the analysis and categorization of job types, researchers divided jobs into five groups: administration and translation, senior officer, education, communications, and other fields. The following table shows the percentage of job groups requiring applicants to communicate in Mandarin.

Table 2. Job Groups that require applicants to have Mandarin language skills

No.	Job Groups	Amount	Percentage
1	Administration and translator	50	56,82%
2	Senior officer	21	23,86%
3	Education	12	13,64%

4	Communication	1	1,14%
5	Other	4	4,55%
	Total	90	100,00%

The administrative and translation job group consists of general administration manager, export-import staff, general service staff, operational staff, personnel staff, home care, and secretarial positions. Within the senior officer field, positions include 2D/3D animator, designer, marketing, writer and media relations, and visual content. Meanwhile, in the education sector, there are positions such as Mandarin language teachers. In the communications sector, the most sought-after jobs are communication. Other fields that cannot be categorized into the four groups above include engineering, supervisory, and HR jobs. Supporting Skills That Are Prerequisites for Job Applications Besides Mandarin Language Skills. As mentioned in the previous chapter, the third research question was to determine the types of supporting skills that are prerequisites for job applications. Table 3 below shows that out of 70 job advertisements, eight types of supporting skills were identified as prerequisites for job applications. The five supporting skills that job applicants must possess are computer skills (35.48%), communication skills (16.13%), leadership and organizational skills (7.53%), teamwork skills (7.53%), and negotiation skills (6.45%). In addition to the five skills mentioned above, other skills that are also required as prerequisites for applying for a job are translation skills, problem-solving skills, analytical skills, interpersonal skills, networking skills, initiative, decision-making skills, and correspondence skills.

Table 3. Supporting Skills Other Than Mandarin That Are Prerequisites for Job Applications

No.	Types of Skills	Amount	Percentage
1	Leadership and Organization	7	7,53%
2	Communication Skills	15	16,13%
3	Computer Skills	33	35,48%
4	Negotiation Skills	6	6,45%
5	Analytical Skills	3	3,23%
6	Teamwork	7	7,53%
7	Networking	2	2,15%
8	Problem Solving	4	4,30%
9	Interpersonal Skills	3	3,23%
10	Initiative	2	2,15%
11	Decision-making skills	1	1,08%
12	Correspondence skills	1	1,08%
	Total	90	100%

Work skills are a prerequisite for job applications. Work skills refer to skills acquired through learning and/or direct life experience that are used to facilitate communication and collaboration with others, process and analyze information, make decisions, develop themselves, and take action, supported by the ability to innovate and technological knowledge, thus leading a healthy and productive life. This description of work skills aligns with the data found in this study. To be able to communicate and collaborate with others/coworkers, a prospective applicant must possess strong interpersonal skills, communication skills (negotiation skills), correspondence skills, and teamwork skills. To be able to process and analyze information, a prospective applicant must possess analytical

and problem-solving skills. To be able to make decisions, a prospective applicant must possess the ability to make decisions quickly and accurately. For personal development in the workplace, a prospective applicant must possess strong organizational and leadership skills. To be able to innovate and develop skills using technology, a prospective applicant must possess initiative and sound technological knowledge, especially computers.

B. Discussion

The findings of this study demonstrate that Mandarin language proficiency has become an increasingly significant requirement in Indonesia's labor market. The dominance of active Mandarin skills, particularly speaking and writing abilities, indicates that employers prioritize communicative competence rather than passive understanding. This finding suggests that industries require workers who are capable of engaging directly in professional interactions, negotiations, and business communication using Mandarin. Such conditions reflect the increasing influence of international business relations and cross-cultural communication in the workplace.

The results also show that Mandarin proficiency is required across various professional sectors, not only in translation-related occupations. Administrative and operational positions represented the largest proportion of jobs requiring Mandarin skills, followed by senior officer and educational positions. This finding supports the argument of Walker (2008), who stated that job advertisements provide important insights into industrial demands and organizational expectations. The diversity of job categories identified in this study indicates that Mandarin proficiency has expanded beyond language-specific professions and has become a broader professional competency in many sectors.

In addition, the findings reveal that employers consistently combine language requirements with supporting professional skills. Computer skills emerged as the most frequently required competency, followed by communication, teamwork, leadership, and negotiation skills. These findings imply that modern industries expect applicants to possess multidimensional competencies integrating language proficiency, technological literacy, and interpersonal abilities. This condition aligns with the perspective of Suhandang (2016), who emphasized that modern communication systems and technological developments significantly influence workforce demands and professional interactions.

Moreover, the emphasis on analytical skills, problem-solving abilities, and teamwork demonstrates that industries increasingly value adaptability and collaborative performance in the workplace. This finding is relevant to the concept proposed by UNICEF (2012), which explained that employability skills should include communication, collaboration, critical thinking, and technological competence to support productivity and innovation in contemporary work environments.

The findings further indicate that Mandarin language proficiency alone is insufficient to compete in the labor market unless accompanied by additional competencies. Employers appear to seek applicants who are not only linguistically capable but also technologically adaptive, communicative, and professionally flexible. Therefore, the study highlights the importance of integrating language education with practical workplace skills to better prepare graduates for current industrial demands.

Overall, this study reflects the changing characteristics of employment requirements in Indonesia, where foreign language proficiency, especially Mandarin, has become closely connected with digital literacy, communication skills, and professional adaptability in response to globalization and technological advancement.

V. CONCLUSION

This study analyzed job advertisements published on digital and social media platforms to identify the Mandarin language skills required in job applications, the types of jobs demanding

Mandarin proficiency, and the supporting competencies expected by employers. The findings revealed that active Mandarin proficiency, particularly speaking and writing skills, is highly prioritized in the labor market. Most industries require applicants to be capable of using Mandarin communicatively and effectively in professional contexts, while only a small proportion of industries emphasize passive language skills. The study also found that Mandarin proficiency is required across various professional sectors, particularly in administration and translation, senior officer positions, education, communication, and other professional fields. These findings indicate that Mandarin language competence has expanded beyond language-related occupations and has become an important professional qualification in diverse industries.

In addition, employers increasingly expect applicants to possess supporting competencies alongside language proficiency. Computer skills, communication skills, leadership, teamwork, and negotiation abilities emerged as the most dominant supporting skills required in job advertisements. Other competencies such as analytical thinking, problem-solving, interpersonal abilities, networking, and decision-making skills also contribute to employability in contemporary workplaces.

Overall, the findings suggest that Mandarin language proficiency alone is insufficient in meeting current labor market demands unless accompanied by technological, interpersonal, and professional competencies. Therefore, this study highlights the importance of aligning language education with workplace-oriented skills to better prepare graduates for increasingly globalized and competitive employment environments.

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Conflict of Interest

The authors declare that there is no conflict of interest.

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