

Strategi employer branding PT. Bank Mandiri = Strategy employer branding PT Bank Mandiri

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Abstrak

ABSTRAK

Employer Branding berkaitan dengan bagaimana perusahaan memberikan persepsi tentang perusahaan tersebut baik secara internal (karyawan), maupun eksternal (masyarakat). Penelitian ini merupakan penelitian kualitatif serta didukung beberapa studi literatur. Dalam penelitian ini membahas Employer Branding Bank Mandiri dari kedua sudut pandang tersebut. Penelitian ini mencoba menguraikan Strategi Employer Branding Bank Mandiri dari berbagai teori yang dikemukakan beberapa ahli dikaitkan dengan hasil analisis didukung dengan beberapa hasil wawancara mendalam dengan tiga narasumber (pihak internal perusahaan, calon karyawan, dan nasabah). Hasil penelitian ini menunjukkan Bank Mandiri merupakan perusahaan yang sangat memperhatikan Employer Branding.

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ABSTRACT

Employer Branding related to how the company gives the perception of the company both internally (employees) and external (community). This study is a qualitative research and supported by several literature studies. In this study discussed about the Employer Branding Bank Mandiri from those the two points of view. This study is try to describes the Strategy of Employer Branding Bank Mandiri from the various theories that have been suggested by some experts that associated with the results of the analysis is supported by several deep interviews with three informants (internal party companies, prospective employees, and customers). The results showed that Bank Mandiri is a company who were very concerned of Employer Branding.