

Pengaruh penggunaan social media dalam kegiatan employer branding terhadap tingkat organizational attractiveness perusahaan = The influence of social media use in employer branding activity toward the level of organizational attractiveness

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Abstrak

ABSTRAK

Employer branding dapat membentuk persepsi individu terkait karakteristik subjektif sebuah organisasi. Hal ini mendorong organisasi untuk memberikan perhatian lebih dalam memaksimalkan peran employer branding, khususnya dalam mencari pencari kerja. Social media sering dijadikan pilihan untuk memaksimalkan kegiatan tersebut. Karakteristik komunikasi yang dirasakan saat mengakses halaman social media dapat dilihat melalui perceived social presence dan perceived informativeness. Berdasarkan teori employer brand personality yang dijelaskan oleh dimensi organizational warmth dan organizational competence, dilakukan pengumpulan data untuk melihat pengaruh dari penggunaan social media dalam kegiatan employer branding perusahaan terhadap tingkat organizational attractiveness perusahaan. Data dikumpulkan pada mahasiswa tahun akhir yang akan atau sedang mencari kerja dalam waktu kurang dari satu tahun. Sesuai dengan hipotesis yang sudah disusun, hasil penelitian menunjukkan bahwa organizational warmth dan organizational competence memediasi pengaruh perceived social presence dan perceived informativeness terhadap organizational attractiveness. Semua hasil temuan ini membuktikan bahwa penggunaan social media merupakan pilihan yang tepat untuk memaksimalkan upaya employer branding perusahaan guna meningkatkan tingkat organizational attractiveness bagi calon pencari kerja.

ABSTRACT

Employer branding can shape the perceptions of individuals related to the subjective characteristics of an organization. This encourages organizations to pay more attention in maximizing the role of employer branding, especially in finding job seekers. Social media is often used as a choice to maximize these activities. The communication characteristics perceived when accessing social media pages can be seen through perceived social presence and perceived informativeness. Based on the theory of employer brand personality described by the dimensions of organizational warmth and organizational competence, data is collected to see the effect of the use of social media in employer branding activities of the company on the level of organizational attractiveness. Data is collected from final year students who will or are looking for work in less than one year. In accordance with the hypotheses that have been prepared, the results of the study show that organizational warmth and organizational competence mediates the influence of perceived social presence and perceived informativeness towards the organizational attractiveness. All of these findings prove that the use of social media is the right choice to maximize the company's employer branding efforts to increase the level of organizational attractiveness for prospective job seekers.