

ABSTRAK

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Program Studi : Manajemen

Judul : Pengaruh *E-Recruitment*, Media Sosial, Dan *Employer Branding* Terhadap Minat Melamar Pekerjaan Pada *Fresh Graduate* Universitas Malikussaleh

Perkembangan teknologi informasi telah mengubah strategi rekrutmen perusahaan, salah satunya dengan penerapan *e-recruitment* yang memungkinkan proses rekrutmen menjadi lebih cepat, efisien, dan luas jangkauannya. Selain itu, penggunaan media sosial dalam rekrutmen juga semakin meningkat, di mana perusahaan memanfaatkan platform seperti LinkedIn untuk menarik calon pelamar. Di sisi lain, *employer branding* berperan penting dalam membangun citra perusahaan yang menarik di mata calon pekerja, terutama *fresh graduate* yang cenderung mencari perusahaan dengan reputasi baik dan lingkungan kerja yang sesuai dengan nilai-nilai mereka. Penelitian ini bertujuan untuk menganalisis pengaruh *e-recruitment*, media sosial, dan *employer branding* terhadap minat melamar pekerjaan pada *fresh graduate*. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan pengumpulan data melalui kuesioner yang dibagikan melalui *google forms* pada *fresh graduate* Universitas Malikussaleh yang mengikuti program MSIB. Analisa data menggunakan program Smart PLS, data dikumpulkan dari 112 *fresh graduate* Universitas Malikussaleh kemudian dianalisis menggunakan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *e-recruitment* memiliki pengaruh positif dan signifikan terhadap minat melamar. Media sosial juga berpengaruh positif dan signifikan terhadap minat melamar pekerjaan. Sementara itu, *employer branding* juga memiliki pengaruh positif dan signifikan terhadap minat melamar pekerjaan. Dengan demikian, perusahaan disarankan untuk mengoptimalkan strategi rekrutmen berbasis digital, meningkatkan interaksi melalui media sosial, serta membangun *employer branding* yang kuat guna menarik lebih banyak *fresh graduate* yang potensial.

Kata Kunci : *E-recruitment*, media sosial, *employer branding*, minat melamar pekerjaan, *fresh graduate*.

ABSTRACT

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Study Programme : Management

Title : The Influence of E-Recruitment, Social Media, and Employer Branding on Interest in Applying for Jobs in Fresh Graduates of Malikussaleh University

The development of information technology has changed company recruitment strategies, one of which is the implementation of e-recruitment which allows the recruitment process to be faster, more efficient and wider in scope. In addition, the use of social media in recruitment is also increasing, with companies utilizing platforms such as LinkedIn to attract potential applicants. On the other hand, employer branding plays an important role in building an attractive company image in the eyes of prospective workers, especially fresh graduates who tend to look for companies with a good reputation and a work environment that is in line with their values. This research aims to analyze the influence of e-recruitment, social media, and employer branding on interest in applying for jobs among fresh graduates. The research method used is a quantitative approach by collecting data through questionnaires distributed via Google forms to fresh graduates of Malikussaleh University who are taking part in the MSIB program. Data analysis using the Smart PLS program, data was collected from 112 fresh graduates of Malikussaleh University and then analyzed using SmartPLS 4.0. The research results show that e-recruitment has a positive and significant influence on interest in applying. Social media also has a positive and significant influence on interest in applying for jobs. Meanwhile, employer branding also has a positive and significant influence on interest in applying for jobs. Thus, companies are advised to optimize digital-based recruitment strategies, increase interaction via social media, and build strong employer branding to attract more potential fresh graduates.

Keywords: *E-Recruitment, Social Media, Employer Branding, interested in applying for a job, Fresh Graduates.*