

ABSTRAK

Penelitian ini dilatarbelakangi oleh tingginya penggunaan media sosial di kalangan generasi muda dan kebutuhan perusahaan untuk menjangkau kandidat secara efisien. PT Erajaya Swasembada Tbk memanfaatkan *website*, Instagram, LinkedIn dan TikTok sebagai sarana komunikasi digital dalam proses *e-recruitment*. Tujuan penelitian ini untuk menganalisis pemanfaatan media *online* dalam *e-recruitment*, faktor pendorong, serta peluang dan tantangan yang dihadapi. Metode yang digunakan adalah kualitatif dengan pendekatan deskriptif. Data diperoleh melalui wawancara mendalam dengan karyawan Divisi Talent Acquisition & Employer Branding, observasi terhadap konten media sosial, serta dokumentasi. Hasil penelitian menunjukkan bahwa pemanfaatan media *online* oleh PT Erajaya Swasembada Tbk didorong oleh perkembangan teknologi, perubahan perilaku pencari kerja, dan penyelarasan nilai perusahaan (ILEAD). Instagram dan LinkedIn menjadi platform paling dominan digunakan karena jangkauan dan interaktivitasnya. TikTok digunakan untuk konten *live*, sementara *website* menjadi media formal penyebaran informasi lowongan. Tantangan yang dihadapi mencakup risiko penyebaran hoaks dan misinformasi, yang diantisipasi melalui verifikasi informasi dan edukasi kepada audiens. Kesimpulannya, pemanfaatan media *online* terbukti sangat mendukung proses *e-recruitment* dan meningkatkan daya tarik perusahaan terhadap generasi muda yang menjadi target utama pencari kerja saat ini.

Kata kunci: media sosial, rekrutmen digital, komunikasi digital

ABSTRACT

This study was motivated by the high use of social media among young people and the need for companies to reach candidates efficiently. PT Erajaya Swasembada Tbk utilizes websites, Instagram, LinkedIn, and TikTok as digital communication tools in the e-recruitment process. The purpose of this study is to analyze the use of online media in e-recruitment, the driving factors, as well as the opportunities and challenges faced. The method used is qualitative with a descriptive approach. Data was collected through in-depth interviews with employees from the Talent Acquisition & Employer Branding Division, observation of social media content, and documentation. The research findings indicate that PT Erajaya Swasembada Tbk's use of online media is driven by technological advancements, changes in job seekers' behavior, and alignment with the company's values (ILEAD). Instagram and LinkedIn are the most dominant platform used due to its reach and interactivity. TikTok is used for live content, while the website serves as the formal medium for disseminating job vacancy information. Challenges include the risk of spreading hoaxes and misinformation, which are addressed through information verification and audience education. In conclusion, the use of online media has proven to significantly support the e-recruitment process and enhance the company's appeal to the younger generation, who are the primary target of job seekers today.

Keyword: social media, e-recruitment, digital communication