

Analysis Of The Effectiveness Of Employee Recruitment System At Agency M Through Digital Media

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Abstract

An efficient and effective system is needed in opening recruitment so that it makes it easier for companies to find employees. Researchers conducted this research with the aim of analyzing the effectiveness of the employee recruitment system that has been implemented by Agency M through digital media. Researchers used descriptive qualitative methods in supporting this research. Researchers used primary data obtained through in-depth observations and interviews with predetermined objects, while for secondary data researchers obtained from literature studies such as, journals, articles, or books that support research. Researchers used purposive sampling to find respondents who were in accordance with the topic under study. The results showed that digital media such as company websites have provided efficiency, but there are challenges that hinder the effectiveness of recruitment.

Keyword: Human Resource; Recruitment; System; Digital Media; Indonesia

1. Introduction

In this digital development, companies continue to follow the flow of digital development quite rapidly, these companies utilize developing technology in every aspect of their operations. One of the operational aspects that has been significantly transformed is the process of employee recruitment and selection. Recruitment is one of the important factors in human resource management in a company that has a major influence on the performance of a company. According to (Rivai Zainal, 2018) argues that recruitment is a series of activities that begin when an organization or agency needs a person or several workers and opens job vacancies to get prospective employees who match the required position.

In this era of digital development, the recruitment process has undergone significant changes, namely the development in searching, opening, and selecting employees through online platforms or digital platforms. The use of digital platforms in conducting employee recruitment and selection provides effectiveness and efficiency value in the range of time and prospective workers. In addition, the use of digital platforms also provides convenience in the technical selection or sorting of employees who register, and this digital media provides competitive space to each applicant or prospective employee.

Agency M is one of the companies engaged in the library sector that has adopted the use of digital media in conducting their agency recruitment process. However, based on the results of in-depth observations conducted by researchers, there are still shortcomings in the recruitment system implemented by them. So, this research was conducted with the aim of analyzing the effectiveness of the employee recruitment system at agency M through digital media, as well as identifying the obstacles faced in implementing the system.

2. Literature Review

2.1 Recruitment Theory

In obtaining maximum Human Resources (HR), a company, institution, or company needs to carry out the recruitment process appropriately. According to (Yuyun Yuningsih & Puspita, 2021) defining recruitment is an initial step in implementing a staffing plan that has the aim of obtaining a workforce that has the potential and quality that matches the position needed. Meanwhile, according to (Isa Anshori & Buyung Aulia Safrizal, 2024) recruitment is a series of activities in finding and attracting labor by providing the motivation, ability, and expertise needed to cover the shortage of positions identified by the staffing planning system, and according to (Wiroko, 2017) recruitment is a process that has the aim of collecting a collection of data from candidates who have competitive value, potential, and prospective who are able to be further selected.

There for, it can be concluded, that recruitment is a system applied by every organization or agency that aims to find and determine candidates who have been determined based on potential and prospective in the required position.

2.2 Purpose Recruitment Theory

In a company, human resources are one of the important things to help improve the company's image and performance. Therefore, recruitment is one of the important factors to obtain and select employees who are in accordance with the required position. According to (Cupian et al., 2020) the purpose of this recruitment is as an initial process that can be carried out by the company to attract and find productive human resources and have competencies that

match the qualifications required by each company. Meanwhile, according to (Abdullah et al., 2022) the purpose of recruitment is as a process that begins when an institution is looking for potential new employees who match the criteria needed for the position. Meanwhile, according to (Wati et al., 2023) recruitment is presented with the aim of obtaining workers who have potential and have the desire to see a job opportunity.

2.3 Job Portal Theory

Digital media in recruitment has various types, one of which is a job portal that is able to provide facilities for e-recruitment and efficiency and effectiveness in carrying out recruitment for the required positions. This job portal also helps human resource management in filtering each applicant through specific questions that have been listed and through each applicant's resume. This job portal is also one of the social media commonly used by every generation today. According to (Liedfray et al., 2022) defines social media as an online platform where users of the platform can easily participate, share content, and create content easily. Meanwhile, according to (Hardiansyah et al., 2023) social media is a platform for interaction between users which can be used as a place to share information connected to the internet network. In addition, citing (Indeed Author, 2024) regarding job portals, Job portal is a website or device system that is able to help simplify a recruitment process for a company and human resource management system.

Therefore, it can be concluded that digital media has many types, one of which is a job portal which is also part of social media. A job portal is a medium on the internet that can be used as a more efficient and effective recruitment medium, so as to assist human resource management in finding qualified workers.

In the article (Dealls editor, 2024) there are 6 types of recruitment media, namely;

1. Dealls

Dealls is a job portal that is quite innovative in offering various job vacancies. The focus of job vacancies offered by Dealls is the startup and technology sector. Web Dealls makes it easy for job seekers by providing interview preparation features and improving the skills needed later in the world of work.

2. LinkedIn

LinkedIn is one of the social media included in the job portal. LinkedIn gives the impression to its users to establish connectivity to every company that needs workers. LinkedIn also gives the impression to its users to create a professional profile in their field and get recommendations for recruiters who are in need.

3. JobStreet

JobStreet is a platform that offers job vacancies from various regions in Southeast Asia. JobStreet is one of the most recognized platforms in Southeast Asia because it covers various sectors in the job vacancies offered. JobStreet provides convenience to its users who are able to upload their resumes and are able to apply for the desired job by taking a few steps.

4. Indeed

Indeed is one of the largest job boards in the world. Indeed covers many job sectors, including the Company's own website. Indeed makes it easy for users to apply for jobs, with its quick apply feature, users can send job applications efficiently.

5. Glints

Glints is a platform that focuses on users who are just starting their careers and jobs. Glints offers vacancies in the field of startups and technology companies, so Glints puts more emphasis on users who want a career in the creative and technology industries. In addition, Glints has features in offering development programs, so that it can help in improving the skills of its users.

6. Karir.com

Karir.com is one of the most widely used platforms in Indonesia. This is because Karir.com is able to provide job offers to each of its users by providing detailed vacancies along with salary trends in certain industries. Karir.com also helps users to find jobs that match their interests and skills.

3. Material and Method

This research uses descriptive qualitative analysis by conducting observations, in-depth interviews, and literature reviews that are carried out in stages and involve certain objects such as employees from agency M. In conducting interviews and observations, researchers focus on purposive sampling involving 4 main sources in exploring this analysis and using in-depth observations at the agency to examine existing problems involving 20 different employees.

3.1 Design Study

This research was conducted using a qualitative method that examines through observation, interviews, documentation and secondary data in the form of literature studies. Qualitative research is an understanding that conducts an in-depth and detailed explanation of a condition of the actions taken in social life and in accordance with events in the field (Fadli, 2021). This study uses primary and secondary data sources, primary data is data that focuses on information obtained from first sources conducted by researchers with detailed or specific variables and objectives and secondary data is data that focuses on a collection of pre-existing information sources (Pujiati, 2024). Research sampling is carried out using non-probability techniques, which means that not all populations have the same opportunity to be sampled and samples are taken using purposive sampling techniques. According to Dana P. Turner, purposive sampling is a sampling technique used when the researcher already has a target individual with characteristics that match the research (University, n.d.).

3.2 Data Analysis

In confirming the data received, the researcher checks the data using the triangulation method. The data triangulation used by researchers is source triangulation. According to (Mekarisce, 2020) Source triangulation is one way to check the validity of data that has been received or obtained from several sources which can then be analyzed to obtain conclusions. In addition, in analyzing the data, researchers used data analysis techniques with an ineteractive model. In conducting this research, researchers obtained existing sources from interviews conducted with several employees from predetermined departments to provide data validity that the information provided was accurate so that it could strengthen the results of the research. According to Miles and Huberman, in the data analysis process with the ineteractive model there are four stages starting from data collection, data reduction, data presentation, and conclusion drawing and data verification. This process is carried out based on the data that has been processed and adjusted to the applicable sources.

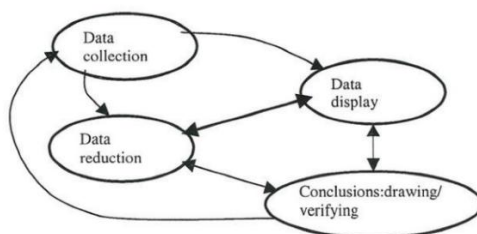


Figure 1. Interactive Model Data Analysis Sketch

4. Result

In this study, the researcher selected 4 key informants to review the information needed. The interviewees in this study were 3 employees with 2 employees from the management service department and 1 management implementation department.

No.	NARASUMBER	JABATAN
1	Narasumber 1	Kepala Pelaksanaan Pengelolaan
2	Narasumber 2	Staf Divisi Pengelolaan Pelayanan
3	Narasumber 3	Staf Divis Pengelolaan Pelayanan
4	Narasumber 4	Staf Divisi Pengelolaan Pelayanan

Table 1. Participant Data

In obtaining maximum results for data needs, the researcher provides several questions that become study material from the results of the observation constraints that have been carried out.

1. What are the digital media used by Agency M in conducting employee recruitment?
Based on the results of interviews with 4 interviewees, Agency M does not really utilize other digital media for recruitment. Agency M has its own website that focuses on job vacancies needed by each department. so that the dissemination of information about job vacancies is less efficient.
2. How is the recruitment system applied by Agency M in recruiting employees?
Based on the results of interviews conducted, the recruitment system carried out still has a fairly long stage because it must manually record employee needs in each department, besides that recruitment is carried out simultaneously for all departments so that it takes a long time and long for the selection.
3. What are the challenges faced by Agency M in implementing a recruitment system through digital media?
Based on the results of the existing research, there are several challenges faced by agency M, namely, there are time constraints with a large number of candidates, there is uncertainty about the qualifications of candidates, so it takes more time to sort, besides that there is limited media space to disseminate information and the use of the web to sort candidates sometimes has problems.
4. What is the impact of the digital recruitment system implemented by Agency M on Service Management?
Based on the results of the research, that the impact resulting from the implementation of this digital recruitment is the effectiveness and efficiency that makes it easier to reach

other candidates, besides that it also provides convenience in sorting candidates who match the qualifications.

5. Discussion

Based on the results of the study, the researchers conducted further and extensive discussions that were adjusted to the literature study.

A. The Role of Digital Media in Employee Recruitment

Through digital media, it is possible to reach a wider range of prospective employees and provide time and energy efficiency to spread the vacancies needed. In addition, through digital media, companies or agencies can easily access the data of each prospective employee who registers so as to facilitate the recruitment system. Digital media that is usually used by every company or agency is a company-owned website or job search website, such as LinkedIn, Jobstreet, Glints, and so on.

Based on the results of the interviews, all interviewees stated that M agencies use their websites as a medium for employee recruitment. The use of this website gives the impression of professionalism for Agency M because registration and recruitment are carried out through this website. This also shows that Agency M has followed the growing digital developments. In addition, the use of this website also provides efficiency and effectiveness in conducting recruitment, as well as a wide enough reach for prospective employees. However, recruitment that is only based on the Agency's website alone, provides limitations in reaching other prospective employees who do not know their website.

B. Implementation of the recruitment system by the agency

The recruitment system is a process used by companies, agencies, or organizations in searching, selecting, and hiring employee candidates who match the required qualifications. The application of a recruitment system through digital media provides effectiveness and efficiency to agencies or companies because it is able to reach prospective employees in various regions and is able to minimize the expenditure of funds and excessive energy to carry out recruitment. Through the results of the interview, the application of the recruitment system implemented by agency M is quite long. They explained that the system implemented by agency M is still long and there are 3 stages. The service management department must submit data on the number of employees needed by each department to the leadership and then must wait for confirmation. After submitting data on employee needs, Agency M will open job vacancies in accordance with the agreement given by their leaders. After receiving several prospective employees, they will conduct 3 stages, namely the administration stage, the written test stage, and the interview stage.

Based on the discussion of the data, the stages carried out by agency M are still quite long and take a lot of time, so the process requires more energy and time in recruiting. In addition, the use of digital media is only done to advertise job vacancies and the administrative stage of selection, so the need for human resources in recruitment is needed more to provide efficiency and effectiveness.

C. Challenges in implementing a digital recruitment system

The challenges usually faced by companies or agencies in implementing recruitment systems through digital media are job applications that exceed the capacity which can usually touch 1000 applications, then candidate assessments are only based on predetermined algorithms, and there are data security threats for personal data information of each

prospective employee, as well as the credibility of the website used must have an impression of professionalism which is not easy to crack or experience bugs. The results of the interviews conducted regarding the challenges of the recruitment system through digital media, they answered that the challenges came from the limited human resources to sort the data regarding incoming applications, so they needed the help of other employees to sort the data of prospective employees in order to provide effectiveness and efficiency of recruitment time. The next challenge is the website that sometimes experiences cracks or bugs that can hinder activities, such as registering for prospective employees and sorting data for managing employees.

In discussing the data, it can be seen that the website currently being developed by the M agency still has some shortcomings and challenges that need attention. Starting from the limited human resources to sort data, the qualifications of the qualifications that must be clearer and more transparent, to the level of technology use for prospective employees who are over 30 years old. This shows that agencies must care about the recruitment system that is implemented as material for their evaluation in the recruitment system in order to provide comfort between prospective employees and recruiters.

D. Impact of recruitment system through digital media on Service Management.

The number of companies that use digital media as a recruitment medium today gives the view that digital media has a significant impact. Based on the interview results, they stated that the impact of digital media is good and has a positive impact on their agency. However, the website they created has limited accessibility to job applicants who are over 30 years old and this is one of the obstacles, besides that there is limited information about job vacancies where Agency M prioritizes the website they developed to post vacancy advertisements and does not use other digital media. In practice, they do not use other digital media, so they limit the reach of employees in finding prospective employees who have competence. In addition, not utilizing other digital media can also be a factor in reducing the branding of agency M, even though agency M has a special website for job applications. Building branding is needed in the current digitalization period, this aims to provide credibility value to agency M.

6. Conclusion, Implication, and Recommendation

6.1 Conclusion

Based on the results of data analysis that has been carried out by researchers reviewed from primary and secondary sources, it can be concluded that in the recruitment process at agency M, digital media has an important role, namely being able to provide branding to agency M because it is able to keep up with the growing digital era. Agency M is also able to adapt to digitalization by developing a personal agency website. However, through the development of this agency-owned website, there is still a long stage in qualifying candidates. The long process is one of the challenges at Agency M because it provides obstacles to efficiency and effectiveness, besides that another challenge is in the system being developed, websites that are still under development sometimes experience cracks or bugs, so it takes longer to qualify.

The challenges and roles that impact Instansi M also provide positive and negative values, which are positive values that make it easier for recruiters and candidates to promote jobs and make it easier to register, so that they can reach more candidates, but there are limitations to accessibility in using this website, due to technological gaps. However, the use

of digital media in recruitment is able to encourage M Agencies to increase credibility and professionalism.

1.2 Implication

Through the research results that the use of digital media in the recruitment system in the current era of digitalization is very important and influential. This is because it has the value of effectiveness and efficiency in reaching candidates and time, besides that the use of digital media for the recruitment process has a good impact on the implementing agency or institution because it can increase branding, credibility, and professionalism.

The use of digital media in recruitment at Agency M has also succeeded in keeping up with the increasingly advanced development of digitalization. However, in its application there are several evaluations in its implementation, namely the ease of accessibility of job vacancies at all ages, a more widespread dissemination of information, and having a focus on website development to avoid bugs or lags that take a long time.

1.3 Recommendation

Based on the results of the research and discussion data and the conclusions that have been described, the researcher provides recommendations for further researchers, namely:

1. For future research, this topic can use quantitative methods to measure the effectiveness scale of the use of digital media in the recruitment system and researchers are able to find other places to conduct research.
2. Researchers are able to add other variables, so that the research has a variety of variables that can be used as research and analysis material.
3. Future researchers can add documentation to support the research so that the research becomes better.

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