Analysis Social Media As An Employee Recruitment Tool At Pt Atl

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Abstract
This research aims to explain the implementation of online recruitment via social media as an employee recruitment tool at PT ATL Current recruitment methods encourage companies to follow changes by using social media to support activities carried out by companies such as disseminating information related to job vacancies and interacting with applicants. By comparing several social media, this research attempts to identify the advantages and disadvantages of each social media. The method used in this research is a qualitative descriptive method and the data sources used are primary and secondary data obtained using a semi-structured interview method with Human Resources and employees involved in the recruitment process. Data collection was carried out through observation, interviews and documentation studies. The results of the research show that respondents responded to questions asked by researchers regarding the recruitment system that PT ATL had implemented a recruitment system appropriately and optimally but needed a little improvement in the recruitment and selection system.

Keywords: Online Recruitment; Social Media; Human Resources

1. Introduction

The most critical foundational asset within any organization is its human resources. Without these human resources, the operations of the organization would undoubtedly come to a halt. Recognizing the significance of human resources is not a recent realization for humanity.

Rapid changes in the business environment demand the role of human resources to ensure competitive advantage. This means that companies must be able to improve the work results achieved in order to achieve better work results in the future. Activities carried out by private and government companies to obtain talented human resources include employee recruitment activities. A company must see that human resources are one of the factors that determine the progress of the company's management performance (Kristinaningsih & Kurniawan, 2017). The process of finding the right employees is important in carrying out human resource management. This is because employees are a key factor in the running of a company.

(Ekwoaba et al., 2015) The connection between recruitment and performance is crucial for a company's overall success and effectiveness. A suitable recruitment strategy, aligned with the necessary qualifications of the organization, enables optimal achievement of company targets and ensures that recruitment expenses are justified by hiring the best talent. To acquire top-notch human resources, a well-defined mechanism or system must be established to attract the finest candidates. Human resource management oversees the system or mechanism that allows organizations to hire the ideal candidates for achieving business success. The process of identifying candidates that meet the organization's requirements is referred to as recruitment. The process of getting candidates according to the needs of the organization is called recruitment. (Dessler, 2015) explains that recruitment is the process of collecting relevant information about job-related tasks and human characteristics needed to do the job, so that it can help managers determine the qualifications and types of skills needed in the recruitment process. Then (Chungyalpa & Karishma, 2016) argue that recruitment is the process of producing a pool of qualified applicants to do the work of the organization. Recruitment is the initial process the organization must be able to formulate human resource needs including qualifications and competencies.

Human resource management must be procedural and comprehensive. This means that workforce planning is carried out strategically and systematically in estimating the quantity and quality of future workforce supply required using available information sources (Simanjuntak et al., 2021) . Recruitment aims to obtain and provide a number of workers who meet the qualifications required for selection needs (Cupian et al., 2020).

Technology is developing rapidly from time to time throughout the world, including in Indonesia. The current era of globalization, all aspects of life are experiencing quite significant changes. One of the factors that influence the changes is the development of mass media, communication technology and information technology which play a very important role in the changes in all aspects. The characteristics of information globalization are marked by the development of the internet and various social media which are currently widely used by all humans in any business activity that concerns the person's personal activities. It is undeniable that this has a direct or indirect impact on individuals and organizations, both positive and negative impacts .

Not only individuals who apply this online media, companies in the current era are also competing to use online media to market their products or disseminate employee recruitment information. This phenomenon occurs because online media is considered very efficient and very effective because it only requires a short time, little cost and effort but its distribution is very wide and easy to access by anyone .

The recruitment process is carried out by the company to get the best human resources to be in the position provided by the company. The recruitment process needs to be conducted in the most effective manner, as it can significantly influence the long-term success of the company, making it essential to attract quality talent. Furthermore, the recruitment process should be executed in the most efficient way possible, on the other hand the company must carry out the recruitment process efficiently in order to minimize expenses incurred by the company but still aim to get quality employees or human resources. The way the company disseminates employee recruitment information in certain positions is one of them by promoting through online media.

The distribution of employee recruitment information in the current era is often implemented through online media by various companies, because it is considered to be very widespread because it is connected via the internet or via the company's website itself, so that everyone can find out if there is a recruitment in a particular company with a particular position. Every individual can now easily access information through online media.

In this study, the researcher also conducted pre-research by distributing questionnaires regarding the use of social media as a company recruitment tool to 20 employees of PT. ATL. The pre-research was used by the researcher to obtain the opinions of employees about the recruitment process through social media and to strengthen the validity and reliability of the data.

2. Literature Review

2.1 Theory

1. Definition of Recruitment

Recruitment plays a vital role in any organization, be it a government agency or a business organization, as employees are the most important resource and determine the success of an organization in achieving its goals. To attract quality talent, the recruitment process must be effective and efficient.

The recruitment process will run as expected if more and more applicants can take part in the selection based on motivation, ability, expertise, and knowledge to cover the need for a particular position in the organization. The implementation of recruitment needs to be informed in detail to the public to invite the interest of as many applicants as possible.

2. Understanding Social Media

Social media is a form of online media that allows users to engage, share, and produce content such as blogs, social networks, wikis, forums, and virtual worlds. As technology for the internet and mobile phones progresses, social media is also expanding quickly. The rapid access to social media has led to a significant phenomenon in the dissemination of information, affecting not just developed nations, but also Indonesia.

3. Advantages of Social Media

The emergence of social media does not mean that it will replace print and electronic media because social media has more advantages than print and electronic media, including:

1) *Up to date,* online media can refresh (revise) information or news periodically and from any location, utilizing not only computers but also technological tools on mobile phones (cell phones), particularly referred to as smartphones. This occurs because online media employs a method of delivering information/news that is more accessible and straightforward.
2) *Real time* , the simple way of presenting news makes online media able to directly present information and news when the event takes place, this is what is meant by real time. Online media journalists can send information directly to the editorial desk from the location of the event with the help of telephone or internet facilities such as *E-Mail* and others.
3) Practical, online media is considered practical because of the ease of getting news and information, anytime if desired online media can be opened and read as long as it is supported by internet technology facilities. Mobile phones that have internet connection facilities, computers that have internet connections either in offices or at home, and can also be in internet cafes

4. Challenges of Using Social Media as a Recruitment Tool

Online media can be said to be the most perfect media compared to previous media (traditional media). In addition to real-time publication, online media can also publish news in the form of writing, audio, and video like newspapers, radio, and television. However, it is not that perfect, online media also has shortcomings and challenges as a recruitment tool . It's just that the shortcomings of online media are more towards the communicant or audience. Although it has a more global and broad audience, online media will not be able to reach audiences who are still isolated by technology.

Tight competition is also a challenge in utilizing social media for recruitment. Many companies use the same platform to find candidates, so the competition to attract the attention of quality prospective employees is getting higher. Therefore, companies must have creative and innovative strategies so that their job vacancies can stand out among the many information spread on social media. changes in social media algorithms and trends are also challenges that must be faced. The algorithms used by social media platforms change frequently, and recruitment trends are also evolving rapidly. Companies need to constantly monitor these changes so that their recruitment strategies remain effective and relevant to the times.

3. Materials and Methods

3.1 Design Study

This research method uses qualitative research methods. Qualitative research seeks to find and describe narratively the activities carried out and the impact of the actions taken on their lives. (Fadli, 2021). In this study, the researcher used a case study method. A case study is an in-depth study of individuals, groups, or organizations and so on within a certain time that aims to obtain a complete and in-depth description of an object by producing data which will then be analyzed through data acquisition procedures, namely from interviews, observations, and archives .

The data sources in this study use primary and secondary data sources, primary data sources are information obtained internally through direct observation. While secondary data is obtained externally through references from articles, journals, and books. Regarding sampling techniques , the study uses a purposive sampling method. The researcher took a sample of 4 (four) samples that were directly related to the topic the researcher took. The theory that is the basis for selecting the 4 (four) samples is in the form of the table below:

Qualitative Sample Size Table

Basic Study Type	***Rule of Thumbs up***
Ethnography	*10-20 interviews*
Case Study	*At least one, but can be more*
Phenomenology	*Six participants*
Grounded Theory	*30-50 interviews*
Focus Groups	*Seven to ten per group or more groups per each strata of interest*

Source: (Njie & Asimiran, 2014)

3.2 Data Analysis

Data analysis is data processing with the aim of finding useful information and can be used as a basis for decision making to solve a problem. The data analysis process includes four steps (Saputra, 2020)

1. Data collection

   Researchers conduct analysis activities simultaneously with data collection. Information obtained through observation, interviews with sources and documentation that can be used for research.

2. Data Reduction

   Data reduction is the simplification of classification and removal of unnecessary data in such a way that the data can produce meaningful information and make it easier to draw conclusions.

3. Data Presentation

   Data presentation is one of the activities in making a report of research results that have been carried out so that they can be understood and analyzed according to the desired objectives. The data presented must be simple and clear so that it is easy to understand.

4. Verification

   The final step in qualitative data analysis, namely the initial conclusion is temporary and will change if no strong or supporting evidence is found at the data collection stage. Conversely, if the initial conclusion is supported by new evidence found later, then the conclusion that has been put forward is considered credible.

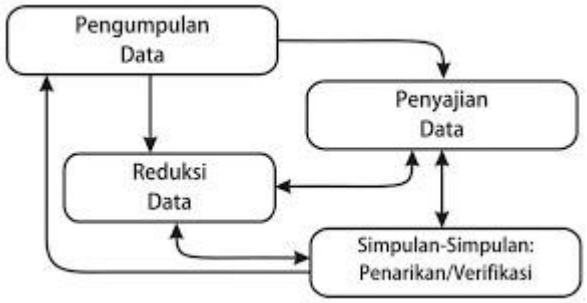

Figure 1. Components of Data Analysis

Source: Data processed by researchers (2024)

4. Results

4.1 Implementation of Recruitment Process

Results of interviews between participants and researchers regarding the implementation of the recruitment process

- Participant A: “Job vacancies through various social media platforms and job portals such as the official website, Instagram , and Jobstreet . Our admin will then conduct an initial screening to ensure whether the applicant meets the basic qualifications that we have determined.”
- Participant B: “Opening job vacancies on Instagram”
- Participant C: “Posting on the website if we really need new employees, but our current branch is more up to date on Instagram about new careers.”
- Participant D: “Posting job vacancies on Instagram”

One of the recruitment systems developed using information technology and other internet technology support is utilizing social media in implementing these processes. Opening job vacancies and accepting prospective workers through Instagram carried out by PT ATL occupies positions that are indeed needed by the company such as product consultants and telemarketing. Opening job vacancies through Instagram only sends CVs and job application letters sent via email and WhatsApp contacts.

4.2 Media used by PT. ATL as a means of disseminating recruitment information.

PT. ATL, as a company engaged in construction and property development, utilizes various social and digital media platforms to disseminate information related to employee recruitment. The use of this media aims to reach prospective employees from various backgrounds and locations, as well as strengthen the company's image as an innovative and inclusive employer.

- Participant A: "We utilize social media, especially Instagram, as a tool in the recruitment process. We publish job openings that allow us to reach potential candidates with the right skills and experience. We believe that Instagram gives us faster reach and interaction with applicants."
- Participant B: "Usually posting vacancies on job portals such as jobstreet.com, as far as I know, social media uploads job vacancy information to Instagram feeds or stories to introduce the company more closely to prospective applicants. I think social media helps us to be more visible and attract the attention of applicants who may have previously been unreachable."
- Participant C: "If we want to recruit employees now, we tend to look at Instagram stories because Instagram is the most active social media."
- Participant D: "Posting vacancies if we need people and usually through our company's main website and if we prefer to refer to the branch directly on the Instagram social media specifically for the branch, not the main one."

5. Discussion

5.1 Implementation of Recruitment Process

The process of online withdrawal or recruitment to fill the required position in the company is a very crucial and challenging stage. Therefore, guidelines are needed that can help in building human resources that are in line with the company's vision. One of the goals is to minimize the possibility of accepting prospective employees who do not meet the desired

qualifications and skill requirements. To get the ideal workers, many companies are now trying to create an efficient, accurate, and convenient recruitment process.

One of the innovations in the recruitment system is the utilization of Information Technology and internet technology support, including the use of social media, to streamline the implementation of the recruitment process. Job openings and acceptance of prospective workers through instagram conducted by PT ATL occupy positions that are needed by companies such as product consultant and telemarketing. Job openings through instagram only send CVs and job application letters sent via email and whatsapp contacts.

5.2 Media used by PT. ATL as a means of disseminating recruitment information.

PT. ATL, as a company engaged in the construction and property development sector, utilizes various social and digital media platforms to disseminate information related to employee recruitment. The use of this media aims to reach prospective employees from various backgrounds and locations, as well as strengthen the company's image as an innovative and inclusive employer. Here are some of the media used by PT. ATL in the recruitment process:

1) Instagram

Instagram is used to introduce company culture and create positive employer branding. By sharing visual content, such as photos and videos of company activities, social events, and project development activities. It also gives prospective employees an idea of what they can expect when joining the company. PT. ATL utilizes the Instagram Stories feature to upload job vacancy information more interactively and attractively for the younger generation who ar***e*** more active on this visual platform.

2) Facebook

Facebook is the second platform used by PT. ATL to expand its audience reach. In addition to posting job vacancies, the company also uses its Facebook page to interact with the audience more personally. Professional groups on Facebook are used to share recruitment-related information and open up opportunities for discussion with prospective employees.

3) Company Website

In addition to social media, PT. ATL also optimizes their company website as the main media to publish job vacancy information. Through the career page on the website, prospective candidates can see available positions, required qualifications, and the recruitment process that can be followed. This website provides more formal and structured access, and provides more detailed information about the company, so that prospective candidates can better understand the vision, mission, and values upheld by the company.

4) WhatsApp

PT. ATL also utilizes WhatsApp in the recruitment process. After candidates submit their applications via email or through the job portal, they can be contacted via WhatsApp for interviews or further clarification. The use of WhatsApp also helps the company in answering questions that candidates may have about the recruitment process in real-time.

5.3 Cost Efficient in Recruitment Process

The use of social media as a recruitment tool also provides PT. ATL with advantages in terms of cost efficiency. Based on information obtained from participants, the company no longer relies entirely on job vacancy advertisements in print media or using recruitment agencies that require high costs. For example, posting job vacancies on Instagram does not require significant costs, unless the company chooses to utilize the paid advertising feature.

5.4 Challenges in Information Validation and Recruitment Selection

While social media offers many advantages, the use of social media platforms in recruitment also brings a number of challenges, one of which is the validation of information contained in the candidate's social media profile. The large amount of unstructured information on social media profiles requires companies to be more careful in assessing the credibility and qualifications of candidates. Therefore, PT. ATL claims to conduct further verification to ensure that the selected candidates truly have the skills that match those listed on their social media profiles. Some of the steps taken include in-depth interviews and skills tests related to the position applied for.

6. Conclusion, Implications, and Recommendations

A. Conclusion

Based on the analysis of the use of social media such as Instagram as a means of employee recruitment, it can be concluded that this social media platform offers various significant advantages for the recruitment process in the company. Social media has great potential to strengthen the company's image, reach younger and more creative prospective employees, and increase more personal and responsive interactions with applicants. The implementation of the employee recruitment process at PT ATL is only carried out when there is a vacant position . By distributing Employee recruitment information on social media and company websites . Applicants who want to apply can open the website roofonline.com and fill in the form and personal data indicated by the company according to the qualifications, then wait until there is an email or call by phone .

B. Research Limitations

The researcher realizes that in this research process, there are many limitations so that it needs to be perfected with other studies as support. These limitations include:

1. The time constraints for researchers in carrying out this research meant that researchers were unable to delve deeper into this research.
2. The limited number of interview participants in this study meant that the researcher was unable to delve deeper into the problems that occurred.

C. Recommendation

Based on the discussion and conclusions that have been outlined Previously, to improve better results, researchers put forward several recommendations, including:

1. This study uses one variable. It is hoped that further research can use more than one variable, so that further research can obtain more varied results.
2. To obtain better results, further research is expected to add the required documentation so that the results obtained are more accurate.

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