



Professional Facebook Optimization in Recruitment and Employer Branding Functions at Jjm Shoes Collection

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ARTICLE INFO

Received: 26 February 2026
Received in revised:
05 May 2026
Accepted: 10 June 2026
Published: 30 June 2026

Open Access

ABSTRACT

This study aims to determine how to optimize Facebook Professional for recruitment and employer branding purposes at JJM SHOES COLLECTIONS. The research method used is qualitative research, with data collected through interviews. Data collection techniques can be conducted in various settings, sources, and methods. The data collection technic used is observation and interviews. The data analysis technic used is an interactive analysis method, namely data reduction, data presentation, and conclusion drawing. The results of this study indicate that optimizing Facebook Professional has a significant positive impact on the company's recruitment of prospective employees. Facebook Professional helps the company effectively and efficiently recruit highly competitive, skilled, and qualified employees who meet the company's desired criteria. Facebook Professional can also help improve the company's positive employer branding by utilizing the application's features, achieving broad information reach without incurring significant costs.

Keywords: Facebook Professional, Recruitment, Employer Branding, Social Media.

1. Introduction

JJM Shoes Collection is an UMKM engaged in shoe sales and is currently facing the need to improve human resources in its business, due to the recruitment process. According to Meiyer (2020), recruitment is an effort to find and motivate prospective workers to be willing to submit applications for job positions that are still available within the company. According to Yohana (2021), recruitment is the process of getting qualified candidates to fill job vacancies or positions in an organization. This opinion explains that recruitment is the process of getting qualified prospective workers or new organizational members to fill job vacancies or positions in an organization. According to Lina (2020), recruitment is the process of finding and attracting job applicants who are considered to have the skills and are able to work in the company as employees at JJM Shoes Collection which is still done manually and simply such as word of mouth promotion and recommendations from relatives and making posters in stores.

Because the recruitment process often makes companies face difficulties in reaching prospective workers who have good and competent skills according to the company's needs, in addition to recruitment problems such as competition in getting prospective workers, the gap between needs and candidates who apply, and a lack of understanding in managing existing resources, this has an impact on the training process and development of human workforce skills so that. Workers feel disappointed with themselves. In addition, Employer Branding is one of the problems in business.

Employer branding is the process of creating a unique identity and perception in the minds of consumers through a company name, carried out through consistent service so that the product or company is easily recognized and differentiated from competitors, building loyalty and influencing purchasing decisions. According to Ambler and Barrow (in Alifia 2020), Employer Branding is a package of functional, economic, and job-related benefits that can be identified by a company, forming

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candidates. According to Reiners (2020), employer branding is a management strategy to position itself as an employer of choice through external and internal recruitment marketing. According to Backhouse and Tikoo (2022), Employer branding is a strategic process carried out by organizations to build and communicate a company's identity as an attractive workplace, both to prospective and existing employees, to create a competitive advantage in the labor market.

According to Wulandari r and Astuti es 2021, employer branding has an impact on students' perceptions of opportunities, as well as EVP and flexibility. Working hours are a major factor. From the perspective of employer branding, which is still lacking, the JJM shoe collection is not yet widely known by many people. One of the problematic factors in the recruitment process is the lack of social media updates and lack of promotion, resulting in the JJM shoe collection not being widely known by the public. The 2022 effect question suggests that candidates who know and like a company's brand are 50% more likely to apply for a job than companies without a strong brand. A good clear Empire reduces cospersier by 50% and increases quality. A summary of the influence of MPR bending on job interest can be seen in the following table:

| Aspect | Impact on Job Application Interest |
|--|--|
| Attractive Employee Value Proposition (EVP) | Encourages candidates to apply because they feel valued and appreciated. |
| Alignment with Company Values | Increases interest due to shared vision and values. |
| Positive Social Media Reputation | Enhances trust and attracts younger generations. |
| Strong Employer Branding | Improves both the quality and quantity of applicants. |
| Open and Inclusive Work Culture | Increases candidate engagement and loyalty. |

Thus, employer branding can be categorized as something that impacts profits and attracts new job candidates. To address this challenge, the JJM shoe collection has begun utilizing professional Facebook social media platforms to promote job openings and enhance the value of its employer branding by broadly introducing its business identity to the public. With the advancement of globalization, not only has information technology evolved, but social media has also become a communication tool but also a crucial part of human resource management. Optimizing the professional Facebook platform is relevant not only for large companies but also for MSMEs to increase competitiveness and strengthen their position in the labor market. Facebook can be one of the most effective tools for reaching potential talent, accelerating the recruitment process, and building positive and sustainable relationships with prospective employees. Facebook offers companies a significant opportunity to expand their reach in the recruitment process. This platform also enables companies to build a strong employer brand through engaging content and interactive communication. However, many companies still struggle to Companies have not yet optimally utilized Facebook Professional.

Many still view Facebook solely as a means of entertainment and social communication, rather than as a strategic tool for the recruitment process or building a company's image as an attractive workplace. The main problem that arises is the lack of understanding and awareness among companies regarding the strategic potential of Facebook Professional in recruitment and employer branding. This is due to several factors, such as a lack of digital education among management, unfamiliarity with applicable best practices, and the lack of role models from similar companies that have successfully implemented this strategy. As a result, many companies are hesitant to adopt this approach, unsure of its effectiveness and security. Furthermore, there are concerns about reputational and privacy risks. Some companies are reluctant to publish job openings or internal activities through social media for fear of misuse or negative public perception. These obstacles are the main inhibiting factors that cause companies to prefer conventional recruitment methods, which are considered safer and more familiar.

Based on the problems and phenomena outlined above, it is clear that the development of digital technology and social media has brought about significant changes in human resource management

practices, particularly in the recruitment process and the development of a company's employer branding. One platform currently widely utilized by organizations and businesses is Facebook Professional. This platform not only functions as a communication and promotional tool but also as a means to reach potential job applicants, disseminate job openings, and build a positive corporate image in the public eye. Through its various features, companies have the opportunity to promote their work culture, organizational values, work environment, and various company activities, which can increase their attractiveness as a workplace.

JJM Shoes Collections, a company engaged in the footwear industry and sales, has also utilized Facebook Professional to support its business activities. In addition to product marketing, the platform has begun to be utilized as a recruitment tool and a means to build the company's employer branding. However, based on conditions encountered in the field, the use of Facebook Professional still faces various challenges, such as inaccurate target audiences, suboptimal management of employer branding content, and limited utilization of available features. This condition shows that there is still a big opportunity to optimize the use of Facebook Professional to provide more effective results in supporting the company's human resource needs.

Optimizing the use of Facebook Professional is crucial because the success of the recruitment process is determined not only by the number of applicants received but also by the quality of candidates who align with the organization's needs. Furthermore, strong employer branding can enhance a company's attractiveness, thereby attracting and retaining top talent. With the right strategy, Facebook Professional has the potential to be an effective platform for integrating recruitment and corporate branding simultaneously.

Therefore, research is needed to provide an in-depth understanding of how Facebook Professional can be optimized to support the recruitment process and strengthen employer branding at JJM Shoes Collections. This research is expected to provide an overview of the company's existing practices, identify the challenges faced, and offer recommendations for improvements to enhance the platform's effectiveness. Based on these considerations, the author is interested in conducting a study entitled "Optimizing Facebook Professional in the Recruitment and Employer Branding Function at JJM Shoes Collections."

2. RESEARCH METHOD

This research is a qualitative study. According to Sugiyono (2020:13), it is a research method with a systematic, planned, and structured research design based on the philosophy of positivism. Qualitative research essentially focuses on phenomena and activities to gain in-depth insights into the general characteristics of phenomena occurring in people's lives, both individually and in groups. Using this approach, it is hoped that it will provide an understanding of how to optimize Facebook Pro as a recruitment and employer branding tool. This research is a qualitative descriptive research, so the data used in this research is qualitative data with the form of data in this research in the form of relevant words, phrases or sentences.

With the data source used is the primary data source in this research, primary data is data obtained directly from the results of interviews with shop owners, HRD, warehouse department, sales department and other employees at JJM Shoes Collections, totaling 18 people with predetermined formants to find out information and data related to employee recruitment carried out using Facebook optimization and how to improve employer branding using professional Facebook applications with data collection techniques through interviews, observation and documentation.

3. RESULTS AND DISCUSSIONS

In this study, the author describes how professional Facebook is optimized for recruitment and employer branding at JJM Shoes Collection. Based on interviews and observations, the author provides a discussion that enriches this research. Use of Professional Facebook in Recruitment at JJM Shoes Collections Ros, the human resources manager at JJM Shoes Collections, explained how professional Facebook is used in recruitment at JJM Shoes Collections. Ros explained that since 2020, JJM Shoes Collections has been using Facebook as a recruitment tool for prospective employees due to the company's workforce shortage due to the impact of COVID-19. Ros also stated that the changes JJM has experienced since using Facebook as a recruitment tool include the speed of recruitment information and the speed of finding candidates who meet the company's criteria.

Ros also explained the positive impact of using Facebook as a recruitment medium for prospective employees, namely: information that we can easily obtain, effective in recruiting prospective workers because it does not require a long time, we also no longer need to create a system that is linked to face-to-face interviews, we can create an online interview system because we use the features

available on Facebook Professional. With this, we get many candidates in a relatively short time and according to our company's criteria. The negative impacts of using Facebook as a recruitment tool for prospective employees include: high response rates, making it difficult to filter quickly, as we need to select the best candidates for our company; privacy and ethical issues; the use of applicants' personal data from social media can potentially violate privacy if not accompanied by clear consent; and the risk of fraud and fake accounts.

Recruitment through Facebook opens the door to the creation of fake accounts or fictitious applicants, which can be detrimental to the company. Improving Employer Branding Using Professional Facebook at JJM Shoes Collections Our interviews with the store owner, HR, the Promotions Department, and other employees revealed that:

The store owner stated that JJM has been using Facebook as an employer branding tool since October 2020, noting that we utilize it not only for recruitment but also as a promotional tool for our business. PROMOTION SECTION conveyed that JJM uses the professional content feature in the Facebook application and starts promoting products in our store in the content and promotes our company by introducing the store, Company culture in the store and providing an attractive and positive appearance in the video so that the public can judge positively about JJM's business and After JJM uses the Facebook application, it is easier for us to reach potential consumers and potential workers, because consumers no longer have to come to the store to see and assess the store or our products because we have introduced them and promoted the products in our store through video content that we distribute through the professional video content feature on Facebook.

3.1 DISCUSSION

This study aims to determine the application of Facebook Professional not only as a social media but also as a recruitment tool and its role in building the company's image (employer branding) and as an employer (recruitment) at JJM Shoes Collections. Based on the results of the study, Facebook Professional has been used by the company as a means to disseminate job vacancy information and introduce the company to prospective employees. Regarding the research question about the application of Facebook Professional in employee recruitment, the results show that this media makes it easier for companies to reach prospective applicants more widely.

Job vacancy information published through Facebook Professional receives responses from the public, both through comments and direct messages. This helps companies get applicants in a relatively shorter time compared to conventional recruitment methods. Furthermore, regarding the research question about the role of Facebook Professional in the company's image as an employer (employer branding), the results show that this social media platform is used to display work activities, company atmosphere, and business achievements of JJM Shoes Collections. This content provides prospective applicants with an overview of the working conditions and company culture. Recruitment carried out digitally using Facebook media has quite significant differences both in the efficiency of reach and also the cost of conventional recruitment tends to be limited to reach and the process takes quite a long time. The following is a detailed comparison of conventional recruitment and recruitment using Facebook can be seen from.

| Feature | Conventional Recruitment | Facebook Recruitment |
|-------------|--------------------------|----------------------|
| Reach | Limited | Wide |
| Cost | More expensive | More cost-effective |
| Time | Takes longer | Faster |
| Process | Manual | Online/Automated |
| Flexibility | Less flexible | More flexible |

Thus, Facebook Professional plays a role in shaping the company's image as an active and open workplace. Facebook with communicative social media and has developed into a strategic tool in workforce recruitment for companies and also prospective employees with Facebook features JJM Shoes can reach the younger generation and millennials especially fresh graduates who are skilled and have good skills and find communities widely. The main strategy used by JJM Shoes using Facebook as a recruitment tool is to use Facebook page features such as:

| Facebook Feature | Main Purpose |
|--|---|
| Facebook Career Page | Employer branding and official job vacancy publication |
| Facebook Ads | Targeting specific candidate groups |
| Facebook Job Groups | Reaching local job-seeker communities |
| Interaction through Comments & Direct Messages (DMs) | Building initial communication with candidates |
| Facebook Live & Workplace Culture Videos | Enhancing trust and transparency |
| Google Form Links & Messenger Chatbots | Initial screening and improving applicant processing efficiency |

The results of the study also show that prospective applicants tend to pay attention to the company's social media presence before applying for a job. The existence of Facebook Professional managed by JJM Shoes Collections creates a positive impression and increases applicants' interest in joining the company. Because Facebook's audience reach is broad and segmented compared to other media applications, Facebook's ex-ap feature allows targeting based on the first, geographic location, second, education, third, experience, Efficiency and recruitment costs with cheap Facebook features and applications, Group features in Facebook can create job vacancies and job seekers can easily create job vacancy ads and also search for jobs, Facebook can make job seekers and also JJM Shoes companies that use Facebook for recruitment media because it can save time, Facebook is a platform that provides various target options in creating job vacancy ads that can target what kind of candidates are accepted by the company.

However, this study found several obstacles in its implementation, namely the difficulty in selecting applicants based on qualifications and inconsistent management of employer branding content, The number of companies that use Facebook as a recruitment medium is one of the competitiveness for companies to get professional candidates and for job seekers, the number of job seekers who use Facebook as a medium to find work will make them compete fiercely with other candidates, Changes in the Facebook algorithm can affect the reach of job vacancy advertisements posted by companies.

| No. | Disadvantage | Explanation |
|-----|---|---|
| 1 | Candidate Credibility is Difficult to Verify | Many fake accounts, unclear identities, or information that cannot be directly verified. |
| 2 | Not Integrated with an Applicant Tracking System (ATS) | Unlike professional job portals such as LinkedIn or JobStreet, Facebook does not provide integration with candidate tracking systems. |
| 3 | Lack of Specialized Features for Formal Recruitment Processes | Facebook does not offer features such as CV parsing, email automation, or automated screening tests. |
| 4 | Information Noise and Distractions | Candidates may overlook job information due to exposure to other irrelevant content on their news feeds. |
| 5 | Limited Professionalism | Compared to LinkedIn, Facebook is often perceived as a more personal or informal platform, which may affect candidates' perceptions. |
| 6 | Privacy and Data Security Concerns | Issues related to personal data security on Facebook may become a barrier for some companies or candidates. |

The obstacles identified in this study indicate that although Facebook Professional has made a significant contribution to supporting recruitment and employer branding activities at JJM Shoes Collections, its utilization still requires various improvements to maximize its benefits. The presence of social media as a corporate communication tool does provide a significant opportunity to reach a wide audience of potential applicants, but its successful use depends heavily on the management strategy implemented by the company. Therefore, the effectiveness of Facebook Professional is determined not only by the platform's existence, but also by the company's ability to utilize its available features appropriately and effectively.

One aspect that needs improvement is more structured and consistent content management. In the context of employer branding, content published on social media plays a crucial role in shaping potential employees' perceptions of the company. Engaging, informative, and relevant content can enhance a company's image as a professional workplace and provide excellent career opportunities. Conversely, if published content is poorly planned or does not clearly reflect the company's values, the message it wants to convey to the audience will be less effective. Therefore, JJM Shoes Collections needs to develop a scheduled and ongoing content strategy to strengthen the company's identity in the eyes of the public and potential applicants.

Furthermore, companies need to increase their use of the features available on Facebook Professional. Features such as targeting audience settings, post performance analysis, and paid advertising can help companies reach candidates who are more suited to their organization's needs. By optimally utilizing these features, companies can increase the efficiency of the recruitment process while expanding the reach of job openings to potential applicants with relevant competencies. Mastery of technology and social media features is a crucial factor in supporting the success of a digital recruitment strategy in today's era.

Research also shows that using Facebook Professional has a positive impact on companies' efforts to build employer branding. Through various posts showcasing company activities, the work environment, and information related to career opportunities, companies can introduce their organizational culture to a wider audience. This information helps potential applicants gain an understanding of the company's working conditions and values before applying, they decide to apply. Thus, Facebook Professional serves not only as a medium for disseminating job vacancies but also as a strategic communication tool that can increase the company's attractiveness as an employer.

Overall, the research results indicate that the implementation of Facebook Professional at JJM Shoes Collections has been successful in meeting its objectives, namely facilitating the employee recruitment process and supporting the company's employer branding. This platform has proven effective in expanding the reach of recruitment information, increasing interaction with potential applicants, and promoting the company's image to a wider audience. However, several aspects still need improvement and development to maximize its benefits. Improvements in content management, increased ability to use platform features, and the development of a more targeted communication strategy are expected to increase the effectiveness of Facebook Professional as a recruitment and employer branding tool. With these steps, JJM Shoes Collections can leverage social media more effectively to support the achievement of organizational goals and enhance the company's competitiveness amidst the rapid development of digital technology.

3.2 Identifying challenges and obstacles in utilizing Facebook Professional as a recruitment and employer branding platform.

Based on the research conducted, the use of Facebook Professional as a recruitment and employer branding tool at JJM Shoes Collections still faces various challenges and obstacles that affect its effectiveness. Although this platform offers the convenience of reaching a wide audience at a relatively low cost, its implementation has not fully met the company's needs to obtain suitable candidates and build an optimal corporate image. One of the main challenges faced by the company is inaccuracy in targeting job applicants. Job openings published through Facebook Professional are accessible to a wide range of users without rigorous initial screening. This condition causes many individuals to submit applications even though they do not meet the criteria and qualifications set by the company. As a result, the recruitment team must allocate more time and resources to the initial selection process of incoming applicants. This situation has the potential to reduce the efficiency of the recruitment process and delay the fulfillment of the company's workforce needs. Furthermore, another

challenge faced relates to the perceived professionalism of the Facebook platform itself. Although Facebook has provided various supporting features for business and professional needs through Facebook Professional, some job seekers still view Facebook as a social media platform oriented more towards entertainment and social interaction than as a means of career development. This perception can affect applicants' level of trust in job postings published by companies. Compared to professional platforms like LinkedIn, recruitment information disseminated through Facebook is sometimes perceived as less formal and credible, which can discourage potential candidates from applying. The next challenge is the management of employer branding content, which has not been optimally implemented.

Employer branding plays a crucial role in shaping prospective employees' positive perceptions of the company. However, research shows that the content published by JJM Shoes Collections is still not organized in a planned and consistent manner. Unscheduled uploads and a lack of content variety mean that the information provided does not fully reflect the company's work culture, organizational values, work environment, or career development opportunities. Consistent and engaging information delivery can increase a company's appeal to prospective applicants and strengthen its identity as an ideal workplace.

From an operational perspective, companies also face a high level of irrelevant interactions on their Facebook Professional accounts. These interactions can include comments unrelated to job openings, messages from users who don't meet the requirements, or repeated questions about information that is already clearly stated in posts. This high volume of irrelevant interactions adds to the workload for those responsible for managing the company's social media accounts. As a result, time that could be used for other strategic activities is consumed by responding to and filtering various forms of incoming communication. In addition to these factors, limited understanding of Facebook Professional features is also a significant obstacle. Features such as target audience settings, paid advertising (Facebook Ads), content performance analysis, and measuring audience reach and engagement are still underutilized. These features can help companies improve the effectiveness of recruitment and employer branding campaigns. A lack of understanding and skills in managing these features has prevented Facebook Professional from fully exploiting its potential as a recruitment and promotional tool for the company.

Given these challenges and obstacles, JJM Shoes Collections needs to evaluate and improve its Facebook Professional management strategy. Possible measures include improving the quality and consistency of employer branding content, utilizing audience targeting features more effectively, providing training to the company's social media managers, and integrating Facebook with other recruitment platforms. This will enable Facebook Professional to function more optimally as a recruitment tool and build a positive corporate image, thereby supporting the sustainable achievement of organizational goals.

3.3 CONCLUSION

Facebook Professional is not only a social media but also a recruitment tool and its role in building the company's image (employer branding) and as an employer (recruitment) at JJM Shoes Collections. Facebook is a very potential tool in the recruitment process, if used strategically and professionally. By utilizing its features, algorithms, and wide reach, Facebook can help companies find the right talent more efficiently and economically and also help JJM Shoes get applicants in a relatively shorter time compared to conventional recruitment methods. However, Facebook also has Facebook Optimization in the employer branding function is not only about posting vacancies, but building identity, credibility, and emotional connections between the company and the audience. When employer branding is carried out consistently and creatively on Facebook, companies will more easily attract, convince, and retain the best talent. JJM Shoes can reach the younger generation and millennials, especially new graduates who are skilled and have good abilities, and find a broad community. The main strategy used by JJM Shoes is to use Facebook as a recruitment platform and the existence of Facebook Professional managed by JJM Shoes Collections creates a positive impression and increases applicants' interest in joining the company.

3.4 ACKNOWLEDGMENTS

The author would like to express his deepest gratitude to the management of JJM Shoes for their support, cooperation, and access to the data and information necessary for this research. He also expresses his appreciation to all employees and related parties who volunteered to participate as respondents and provided valuable contributions to the successful completion of this research. The author also expresses his gratitude to all parties who provided support, input, and assistance during the preparation of this article.

Special thanks are extended to the Editorial Board and Reviewers of the Journal of Business Innovation, Management, Investment, and Entrepreneurship Series (InovbizMIK) for the opportunity to publish this article, as well as for their constructive suggestions, input, and review process, which enabled this manuscript to be refined and published. Hopefully, the results of this research will benefit the development of management science and practice in the future.

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