

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui rancangan strategi *employer branding* untuk generasi Z pada PT Summarecon Agung Tbk. Hal ini dilakukan karena saat ini perusahaan dinilai mengalami kesulitan mendapatkan kandidat pekerja generasi Z. Harapannya *employer branding* tersebut pada akhirnya dapat mendongkrak jumlah calon pekerja atau pelamar yang mau bekerja di perusahaan. Penelitian ini juga akan mengidentifikasi penerapan *employer branding* saat ini di perusahaan dan mengidentifikasi EVP (*Employee Value Proposition*) arahan manajemen di PT Summarecon Agung Tbk. yang selanjutnya akan berguna untuk merancang strategi *employer branding* di perusahaan. Penelitian yang dilakukan adalah penelitian terapan (*applied research*). Metode yang digunakan untuk menggali data primer yaitu menggunakan teknik wawancara kepada dua responden yakni *Head of Organizational Development* PT Summarecon Agung Tbk. yang tergabung dalam tim perancang strategi *employer branding* dan *Officer Development Program* selaku karyawan generasi Z untuk mencari tahu EVP yang diinginkan oleh generasi Z dari perusahaan. Selain itu juga dengan menggunakan metode kajian pustaka. Berdasarkan penelitian yang telah dilakukan maka dapat disimpulkan bahwa untuk menetapkan rancangan strategi *employer branding* untuk generasi Z bagi perusahaan, langkah awal yang harus dilakukan yakni menyelaraskan EVP generasi Z dengan EVP perusahaan, mengidentifikasi gap penerapan *employer branding* di perusahaan, dan melakukan *benchmark* penerapan *employer branding* di perusahaan lain dan selanjutnya dapat dirancang strategi *employer branding* bagi perusahaan untuk generasi Z, strategi komunikasi *employer branding*, dan rencana implementasi *employer branding*.

**Kata Kunci:** *employer branding, employee value proposition, generasi z, applied research*

## ABSTRACT

*This study aims to determine the draft employer branding strategy for generation Z at PT Summarecon Agung Tbk. This is done because currently companies are considered to be having difficulty getting generation Z job candidates. It is hoped that this employer branding will eventually boost the number of prospective workers or applicants who want to work at the company. This research will also identify the current implementation of employer branding in the company and identify management directive EVP (Employee Value Proposition) at PT Summarecon Agung Tbk. which will then be useful for designing an employer branding strategy in the company. The research conducted is applied research (applied research). The method used to collect primary data is by using interview techniques with two respondents, namely the Head of Organizational Development of PT Summarecon Agung Tbk. who are members of the team designing the employer branding strategy and the Officer Development Program as generation Z employees to find out the EVP that generation Z wants from the company. In addition, by using the method of literature review. Based on the research that has been done, it can be concluded that to design an employer branding strategy for generation Z for a company, the first step that must be taken is to align the EVP of generation Z with the company's EVP, identify gaps in the implementation of employer branding in the company, and benchmark the implementation of employer branding in the company. other companies and subsequently an employer branding strategy can be designed for companies for generation Z, an employer branding communication strategy, and an employer branding implementation plan.*

**Keywords:** *employer branding, employee value proposition, generation z, applied research*