

## **ABSTRAK**

Hadirnya *employer branding* memiliki dampak positif bagi perusahaan untuk mencapai *competitive advantage, recruitment, engagement, retention* yang diharapkan. Bagian penting dari praktik *employer branding* adalah hadirnya EVP, *employee value proposition* (EVP) merupakan suatu hal yang ingin ditawarkan oleh organisasi kepada karyawannya sebagai imbalan atas kinerja karyawan. PT Telekomunikasi Selular (Telkomsel) sebagai perusahaan telekomunikasi selular terbesar di Indonesia berencana merancang strategi internal *employer branding* dengan mengkaji kembali EVP yang fokus terhadap internal perusahaan (karyawan). Penelitian ini memiliki tujuan untuk mengetahui apakah EVP yang mereka miliki saat ini masih relevan dengan kondisi internal sehingga memiliki dampak pada mempertahankan (*retain*) dan menjadi salah satu upaya guna meningkatkan *engagement* pada sasaran talenta. Hasil penelitian ini menyatakan bahwa terdapat 4 faktor EVP prioritas sebagai EVP yang dapat dikaji kembali yaitu prospek masa depan, kepemimpinan senior, manajemen SDM, *meritocracy*. Melalui perencanaan tersebut, tersusun strategi internal dengan melihat kepada 5 tahap yaitu panduan atau arahan *employer brand, segmentation, targeting, positioning (STP)*, perencanaan kegiatan dan media komunikasi EVP, implementasi *employer branding*, evaluasi implementasi *employer branding*. Penelitian dilakukan menggunakan metode kualitatif melalui wawancara dan survey pernyataan terbuka kepada pihak manajemen dan sasaran karyawan dan kuantitatif melalui penyebaran survey kepada sasaran karyawan Telkomsel.

Kata Kunci: *Employer Branding, Internal Employer Branding, Employee Value Proposition, Retain, Engagement*.

## **ABSTRACT**

*The presence of employer branding has a positive impact on companies to achieve the expected competitive advantage, recruitment effectiveness, engagement, and retention. A crucial aspect of employer branding practices is the presence of EVP (Employee Value Proposition). Employee Value Proposition (EVP) is something that an organization wishes to offer to its employees in return for their performance. PT Telekomunikasi Selular (Telkomsel), as the largest cellular telecommunications company in Indonesia, plans to design an internal employer branding strategy by reevaluating its EVP, focusing on the internal aspects of the company (employees). This research aims to determine whether their current EVP is still relevant to internal conditions, thus impacting retention efforts and serving as one of the initiatives to enhance engagement among targeted talents. The research findings state that there are 4 priority EVP factors that can be reexamined, namely future prospects, senior leadership, people management, and meritocracy. Through this planning, an internal strategy is developed, considering 5 stages: employer brand guidance, segmentation, targeting, positioning (STP), EVP activity and communication planning, employer branding implementation, and evaluation of employer branding implementation. The research is conducted using a qualitative method through interviews and open-ended statement surveys with management and targeted employees, and a quantitative approach through the distribution of surveys to Telkomsel's targeted employees*

*Keyword: Employer Branding, Internal Employer Branding, Employee Value Proposition, Retain, Engagement.*