

ABSTRACT

This study discusses the influence of employer branding and the use of social media on employee engagement at PT ISM Tbk Bogasari Flour Mills Division. The purpose of this study is to describe some of the effects that occur on employee engagement in the Bogasari Division, especially on employer branding and social media. This research is a research that uses quantitative methods, with the type of research used is descriptive. Samples were taken by random sampling technique with a total number of respondents as many as 102 employees of the Bogasari Division. Furthermore, the data analysis technique used in this study is multiple linear regression. Thus, based on the test results of the T-test hypothesis, there is an effect of variable X1, namely employer branding, on employee engagement in the Bogasari Division. The results of this study indicate that the existing employer branding in the Bogasari Division can increase the company's employee engagement.

Keywords: Employer Branding, Media Sosial, Employee Engagement