

ABSTRACT

Multimedia is a creative media that plays a very important role in people's lives, starting from business, learning, and as a promotional media. As long as the Tembok Creative agency is running, more and more consumers will see our company providing services in the digital field.

Based on the results of the author's analysis, there are more and more consumers with the needs of making videos, graphic designers, 3D artists but are constrained by the lack of freelancers in the Tembok Creative. Besides that are many freelancers who do not have a job. With the limitations of Tembok Creative employees, the author as human resource development opens recruitment for freelancers in the multimedia field. During the recruitment process for the first time, the author has a target in recruiting new employees, which is to get a minimum of 50 curriculum vitae.

From the results of our trial for one semester the author as human resource development managed to get 105 curriculum vitae within two weeks of opening the recruitment. That way, human resource development can sort the portfolio of candidates who enter the Tembok Creative email and get 2 freelancers according to consumer needs.

Keywords: Multimedia, Agency, Creative, Digital, Company