

ABSTRACT

Judging from the current conditions, Indonesian people, especially final year students, tend to be picky about their career decisions. In the competitive digital era, Blibli.com, a leading e-commerce platform in Indonesia, realizes the importance of building strong employer branding to attract and retain the best talent. This research designs a creative campaign “Life at Blibli” that is effective in attracting potential job seekers. The “Life at Blibli Goes To Campus” campaign utilizes various creative media such as videos, infographics, and social media to highlight the positive side of Blibli as an ideal workplace. Measurements through surveys and social media analysis showed that the campaign successfully increased Blibli's brand awareness as an attractive employer and increased job seekers' interest in joining Blibli. This research contributes to Blibli in building effective employer branding through the creative campaign “Life at Blibli Goes to Campus”. This campaign can be a new model for other companies in attracting and retaining the best talent.

Keywords: *Blibli.com, Career Opportunities, Creative Campaign, Employer Branding, Job Seekers, Work Culture, Work-Life Balance.*