

ABSTRACT

Indonesia's digital economy is recorded as the highest in Southeast Asia due to the improvement of digital infrastructure and the high utilization of information and communication technology by various business sectors, making startup companies increase every year and Indonesia's need for a digitally literate generation is still not sufficient to develop the digital economy ecosystem in Indonesia. Therefore, startup companies need the best prospective employees who can help the company grow and can compete by attracting today's new workforce, namely generation Z to be interested in the company.

This study aims to determine how Telkom University final year students perceive *Employer Branding*, *Social Media Usage*, and *Intention to Apply*. Then, want to know how the influence of *Employer Branding* on *Intention to Apply* in startup companies with the role of *Social Media Usage* as a moderating variable, especially in Telkom University final year students.

To review the research results, this study uses quantitative methods from the results of responses through distributing questionnaires. The sample in this study were 264 students at Telkom University. This study uses LISREL as data processing software.

The results of the descriptive analysis revealed that the overall respondent's response to the *Employer Branding* variable was included in the very important category with a percentage of 89.90%. Furthermore, the overall response of respondents to *Social Media Usage* is included in the strongly high category with a percentage of 86.16%. Then the last is the overall response of respondents to *Intention to Apply* is also included in a very high category with a percentage of 86.01%. *Employer Branding* is proven to have a positive effect on *Intention to Apply*, then *Social Media Usage* is also proven to have a positive effect on *Intention to Apply* and finally *Social Media Usage* positively moderates the effect of *Employer Branding* on *Intention to Apply*.

The results show that *Employer Branding* is proven to have a positive effect on *Intention to Apply* by 0.50. After that, there is also evidence that *Social Media Usage* has a positive influence on *Intention to Apply* by 1.34 and finally this study proves that *Social Media Usage* is proven to moderate the positive influence in strengthening the influence of *Employer Branding* on *Intention to Apply* by 0.37.

Keywords: *Employer Branding, Gen Z, Social Media Usage, Intention To Apply*