

ABSTRACT

This study focuses on the implementation of employer branding strategies in the recruitment and selection process to improve employee performance at the startup PT Digital Inti Data. The company faces challenges in finding candidates who meet the required qualifications, which has an impact on productivity and the achievement of strategic goals. The tight competition in the technology industry increasingly requires companies to implement effective employer branding strategies to increase their attractiveness to quality talent. This study aims to analyze the recruitment and selection process implemented, identify obstacles and opportunities for improvement, evaluate the effectiveness of employer branding, and provide strategic recommendations for the company. This study is expected to provide insight for companies in improving the effectiveness of recruitment strategies and retaining quality talent. The method used is a qualitative approach with case studies, data collection techniques through interviews, observations, and analysis of recruitment documents during the 2023-2024 period. The results of the study indicate that the employer branding strategy implemented has increased the company's visibility in the labor market, but there are still challenges in consistently conveying the company's values and culture. The use of technology in recruitment is still limited, so the efficiency of the selection process needs to be improved. Recommendations from this study include increasing recruitment effectiveness by strengthening transparency in the selection process and adopting a digital-based employer branding strategy that is more in line with the preferences of the younger generation to attract and retain quality talent.

Keywords: *Employer branding, Performance, Recruitment, Selection, Startup*