

ABSTRACT

Business Process Reengineering (BPR) has become an effective strategic approach to improve the efficiency and quality of business processes in organizations. This study aims to redesign the recruitment and selection process based on information economics, an approach that uses information value analysis as the basis for decision making. This approach is expected to improve resource allocation, speed up processing time, and improve the quality of selection results.

This study was conducted by analysing the current recruitment and selection process, identifying key barriers, and evaluating the value of information generated at each stage of the process. By integrating digital technology and information economics principles, the process was redesigned to reduce redundancy, maximize data accuracy, and support data-driven decision making. A case study was conducted in a large organization to test the effectiveness of this new design.

Keywords: Business Process Reengineering, Information Economics, Recruitment and Selection, Process Efficiency.