

ABSTRACT

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ANALISIS EFEKTIVITAS SISTEM PEREKRUTAN MODERN PADA PERUSAHAAN RETAIL PT. XYZ

This study aims to analyze the effectiveness of the modern recruitment sistem implemented at PT. XYZ, a leading retail company. In today's digital era, innovative recruitment methods are crucial for attracting the best talent and meeting organizational needs. Through both qualitative and quantitative approaches, this research evaluates various aspects of the recruitment sistem in use, including the use of digital platforms, job vacancy marketing strategies, and candidate experiences during the selection process. The analysis results indicate that the application of technology in recruitment has improved the efficiency and speed of the process, as well as expanded the candidate reach. However, challenges remain in personalizing the candidate experience and aligning with the company culture. Recommendations for improvement include developing better feedback systems and training HR staff to enhance interactions with candidates. From this research, it is hoped that PT. XYZ can optimize its modern recruitment sistem, enabling it to compete in an increasingly competitive market and attract individuals who align with the company's vision and mission.

Keywords: effectiveness, recruitment sistem, modern, retail company