LAMPIRAN

UNIVERSITAS PEMBANGUNAN JAYA

Lampiran 1. Tabel Coder

No	Konten	Tanggal Unggah Konten	Indikator		Coder 1	Coder 2
1	https://www.Instagram.com/p/C8ZYTUKymki/?igsh=MWYyN3IwZ3I0cGh0bQ==	14/6/24	*Employer branding*	*Work Life Balance*	V	V
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
1	https://www.Instagram.com/p/C8ZYTUKymki/?igsh=MWYyN3IwZ3I0cGh0bQ==	19/6/24	*Employer branding*	*Work Life Balance*	V	V
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
2	https://www.Instagram.com/reel/C8bB3vKSysk/?igsh=MXMydzRiN2l5Z25qNQ==	20/6/24	*Employer branding*	*Work Life Balance*	V	V
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
3		27/6/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment	V	V
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V

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	 https://www.Instagram.com/reel/C8uFeI2yn5X/?igsh=YjJvZzQxazExem9z			Carousel		
4	 https://www.Instagram.com/p/C8ty4NISAFI/?igsh=MTYzZmZtZjc4eG90ag==	27/6/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment	V	
				Company Culture		V
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
5	 https://www.Instagram.com/p/C8yShfpS7t-/?igsh=bDR2bjh2NjRwZXQ=	29/6/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture	V	V
				Product or Company Strength		
			Bentuk Pesan	Informatif		
				Persuasif	V	V
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
6	 https://www.Instagram.com/p/C8yShfpS7t-/?igsh=bDR2bjh2NjRwZXQ=	1/7/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture	V	V
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
7		5/7/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		

	 https://www.Instagram.com/p/C9ClTI9SP9O/?igsh=MTdmcjUzZjF3amt3YQ==			*Company Culture*	V	V
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
8	 https://www.Instagram.com/reel/C9Hakf9yrh-/?igsh=MXYzdWUxOWt1YnR5bw==	7/7/24	*Employer branding*	*Work Life Balance*	V	V
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
9	 https://www.Instagram.com/reel/C9M1k71S1i3/?igsh=ZzlhMm8wMGh3cjE=	9/7/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation	V	V
				Work Enviroment		
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
10		9/7/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation	V	V
				Work Enviroment		
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V

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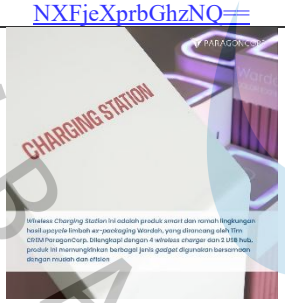
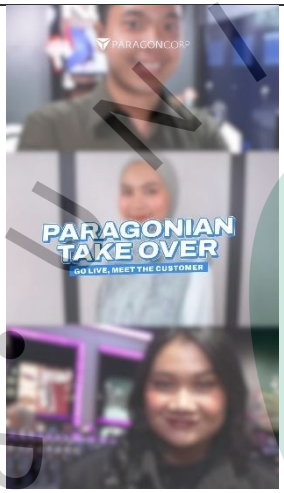
	 https://www.Instagram.com/p/C9MrOTDyb1j/?igsh=YjhzYmFkcndrdjNm			Carousel		
11	 https://www.Instagram.com/reel/C9PgeVWSG0v/?igsh=bTJ2MGdscjBsbGtx	10/7/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment	V	V
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
12	 https://www.Instagram.com/p/C9R_OahS4CF/?igsh=bW9pa2pmNHMzOWpo	11/7/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture	V	V
				Product or Company Strength		
			Bentuk Pesan	Informatif		
				Persuasif	V	V
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
13		23/7/24	*Employer branding*	*Work Life Balance*	V	V
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		

	https://www.Instagram.com/p/C9R_OahS4CF/?igsh=bW9pa2pmNHMzOWpo					
14	https://www.Instagram.com/p/C91O5zvSgGI/?igsh=MTFnNmdlOWI0dDN0bA==	25/7/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength	V	V
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
15	https://www.Instagram.com/reel/C-FHBt6y_W1/?igsh=MWZ2NXFjeXprbGhzNQ==	31/7/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength	V	V
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
16	 https://www.Instagram.com/p/C-VGM15yDqo/?igsh=MWtqbHNwMTIwejFwZw==	6/8/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength	V	V
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
17		7/8/24	*Employer branding*	*Work Life Balance*	V	V
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V

	https://www.Instagram.com/reel/C-W5slkSGAN/?igsh=MWtjdDRucTI4dmx0cw==			Carousel		
18	https://www.Instagram.com/p/C-eBo87yh96/?img_index=1&igsh=aW9oNDh4eDc1cDFk	10/8/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture	V	V
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
19	https://www.Instagram.com/reel/C-uVWheSX8N/?igsh=MWduNTVwbm1oNnp2Nw==	16/8/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment	V	V
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
20		19/8/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture	V	V
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V

	 https://www.Instagram.com/p/C-2bMFcSAmF/?igsh=Z2JqcjJ4ZWplNG1o.			Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
21	 https://www.Instagram.com/p/C-2bMFcSAmF/?igsh=Z2JqcjJ4ZWplNG1o.	19/8/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment	V	V
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
22	 https://www.Instagram.com/reel/C_Spp-VSzRn/?igsh=MXEwcGJ2dWZ4djN0cw==	30/8/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength	V	V
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
23		1/9/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment	V	V
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		

	 https://www.Instagram.com/p/C_Xh7rBy_bM/?igsh=MXJic2oxYXcwbTRhZg==		Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
24	 https://www.Instagram.com/reel/C_dAIacSXnY/?igsh=MXc0bXYydHVqNjhvMw==	3/9/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment	V	V
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
25	 https://www.Instagram.com/reel/C_dAIacSXnY/?igsh=MXc0bXYydHVqNjhvMw==	11/9/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength	V	V
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
26		12/9/24	*Employer branding*	*Work Life Balance*	V	V
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	
				Persuasif		V
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V

	https://www.Instagram.com/reel/C_z42hFSBi7/?igsh=bjRnOHU0c3NzOXZy			Carousel		
27	https://www.Instagram.com/reel/C_dAIacSXnY/?igsh=MXc0bXYydHVqNjhvMw==	20/9/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation	V	
				Work Enviroment		V
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
28	https://www.Instagram.com/reel/DAKpUuIytHc/?igsh=MXFtZGd1OWx4ZXJlMQ==	21/9/24	*Employer branding*	*Work Life Balance*	V	V
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
29		25/9/24		*Work Life Balance*	V	V

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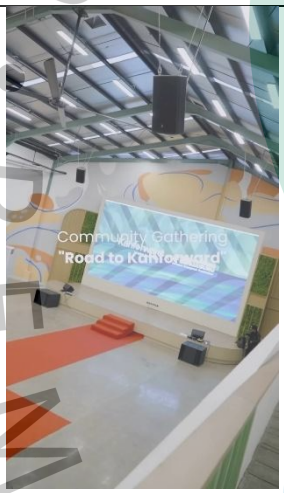
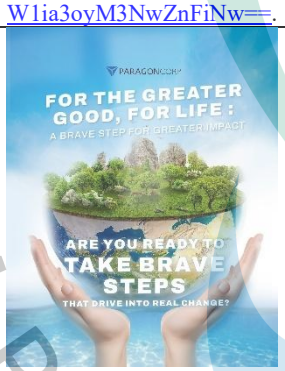
	 https://www.Instagram.com/reel/DAVWN7FSLmp/?igsh=MW9pbDB1czlzOXEzbg==.		*Employer branding*	*Benefit and Compensation*		
				Work Enviroment		
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
30	 https://www.Instagram.com/reel/DAXybTOSw0s/?igsh=Zjdiam5rc2szNmdn	26/9/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture	V	V
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
31	 https://www.Instagram.com/reel/DAntFavyRII/?igsh=	2/10/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength	V	V
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		

	MXBxNXFzeGZ3NWQ3Zw==					
32	 https://www.Instagram.com/p/DAnmNkXyRlv/?igsh=MXBvZGZramo5cDd2Nw==	2/10/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture	V	V
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
33	 https://www.Instagram.com/p/DAqLJGlS07s/?igsh=MW1ia3oyM3NwZnFiNw==.	3/10/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment	V	V
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif		
				Persuasif	V	V
			Jenis Konten	*Single Image*	V	V
				Video (Reels)		
				Carousel		
34	 https://www.Instagram.com/p/DAsqDnAykb1/?igsh=MWkxeW8xNmtmbGFpeA==.	4/10/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength	V	V
			Bentuk Pesan	Informatif		
				Persuasif	V	V
			Jenis Konten	*Single Image*	V	V
				Video (Reels)		
				Carousel		
35		11/10/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation	V	V
				Work Enviroment		
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V

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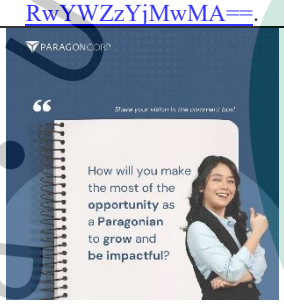
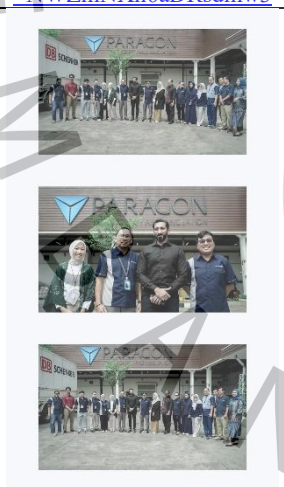
	https://www.Instagram.com/reel/DA-QsWlSrbf/?igsh=MWZ4dzRwYWZzYjMwMA==.			Carousel		
36	 https://www.Instagram.com/reel/DAXybTOSw0s/?igsh=Zjdiam5rc2szNmdn	17/10/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture	V	V
				Product or Company Strength		
			Bentuk Pesan	Informatif		
				Persuasif	V	V
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
37	https://www.Instagram.com/reel/DB0JaXtydA8/?igsh=MWI1bnN4eGU0MHU4bA==	1/11/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture	V	V
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
38		1/1/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment	V	V
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		

	 https://www.Instagram.com/p/DB0zgEPSZpK/?img_index=2&igsh=aGEyajI0dXd0ajg5			Video (Reels)		
				Carousel	V	V
39	 https://www.Instagram.com/reel/DCLpaR8S6rS/?igsh=eGM3dXNwYmU1djls	10/11/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment	V	V
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
40	 https://www.Instagram.com/p/DCghVAdSxzw/?img_index=6&igsh=aHUzNWJvZDVnd3pl	18/11/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength	V	V
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
41	 https://www.Instagram.com/reel/DAXybTOSw0s/?igsh=Zjdiam5rc2szNmdn	21/11/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength	V	V
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
42		23/11/24		*Work Life Balance*		

	 https://www.Instagram.com/p/DCtp-fdySJJ/?igsh=eGFraDIycnE1MjB1		*Employer branding*	*Benefit and Compensation*		
				Work Enviroment		
				Company Culture		
				Product or Company Strength	V	V
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
43	 https://www.Instagram.com/reel/DC1PYGNyc4Y/?igsh=NWZmNXh6aDRsdmw3	26/11/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength	V	V
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
44	 https://www.Instagram.com/reel/DC3D7SYSUgx/?igsh=MWk4MHM1aDdiNXd4Mw==	27/11/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength	V	V
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
45		27/11/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture	V	V
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		

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	https://www.Instagram.com/reel/DC3Nk0AydKU/?igsh=MnBzcDA2dGpsZDhp		Jenis Konten	*Single Image*		
				Video (Reels)	v	v
				Carousel		
46	https://www.Instagram.com/reel/DC3Nk0AydKU/?igsh=MnBzcDA2dGpsZDhp	27/11/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture	V	V
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	v	v
				Carousel		
47	https://www.Instagram.com/p/DDlV2NoSfq8/?img_index=1&igsh=MXQ5MHlvcWhzMm1xeA==	15/12/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength	V	V
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
48		17/12/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment	V	V
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V

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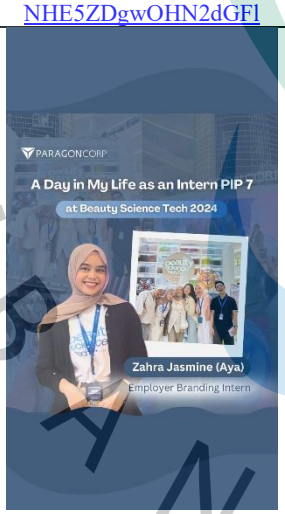
	 https://www.Instagram.com/reel/DDqe74cslHb/?igsh=MWw5OXd1OGNlZmducQ==			Carousel		
49	 https://www.Instagram.com/reel/DC6fYUTy3T6/?igsh=MWNmeWE5NXU4djVnZg==	28/12/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment	V	V
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
50	 https://www.Instagram.com/p/DEHw_4ry22W/?img_index=1&igsh=MWoxNHJvbTJsbmgxYw==	28/12/24	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture	V	V
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
51	https://www.Instagram.com/p/DEHw_4ry22W/?img_index=1&igsh=MWoxNHJvbTJsbmgxYw==	5/1/25	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture	V	V
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		

			Jenis Konten	*Single Image*		
				Video (Reels)		
52	https://www.Instagram.com/p/DEHw_4ry22W/?img_index=1&igsh=MWoxNHJvbTJsbmgxYw==	8/1/25	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture	V	V
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
53	https://www.Instagram.com/reel/DEpEFJnSFLe/?igsh=NHE5ZDgwOHN2dGFl	10/1/25	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture	V	V
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
54	 https://www.Instagram.com/reel/DErxhhQypey/?igsh=MW5xZzZ0Z2ZjNWNtNg==	11/1/25	*Employer branding*	*Work Life Balance*	V	V
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
55		15/1/25	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength	V	V
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		

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	 https://www.Instagram.com/p/DCtp-fdySJJ/?igsh=eGFraDIycnE1MjB1			Carousel	V	V
56	 https://www.Instagram.com/reel/DE7dfQXyC1T/?igsh=MWM0M2x2anI3dDdvNw==	17/1/25	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength	V	V
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
57	 https://www.Instagram.com/reel/DFK5uv4Stef/?igsh=OW1kdW1lamFhNGds	23/1/25	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation	V	V
				Work Enviroment		
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	v	v
58		24/1/25	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture	V	V
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V

	 https://www.Instagram.com/p/DFNFHYeS4h1/?img_index=2&igsh=bm1jc3BrYmhocnFi			Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)		
				Carousel	V	V
59	 https://www.Instagram.com/reel/DFSK_ZVyliF/?igsh=MWExbWtlOWpzZmNxOQ==	26/1/25	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment	V	V
				Company Culture		
				Product or Company Strength		
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
61	 https://www.Instagram.com/reel/DFaBmCfy_WV/?igsh=d3NqemwyYzB2bmht	29/1/25	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength	V	V
			Bentuk Pesan	Informatif	V	V
				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		
62	https://www.Instagram.com/reel/DFaBmCfy_WV/?igsh=d3NqemwyYzB2bmht	29/1/25	*Employer branding*	*Work Life Balance*		
				Benefit and Compensation		
				Work Enviroment		
				Company Culture		
				Product or Company Strength	V	V
			Bentuk Pesan	Informatif	V	V

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				Persuasif		
			Jenis Konten	*Single Image*		
				Video (Reels)	V	V
				Carousel		

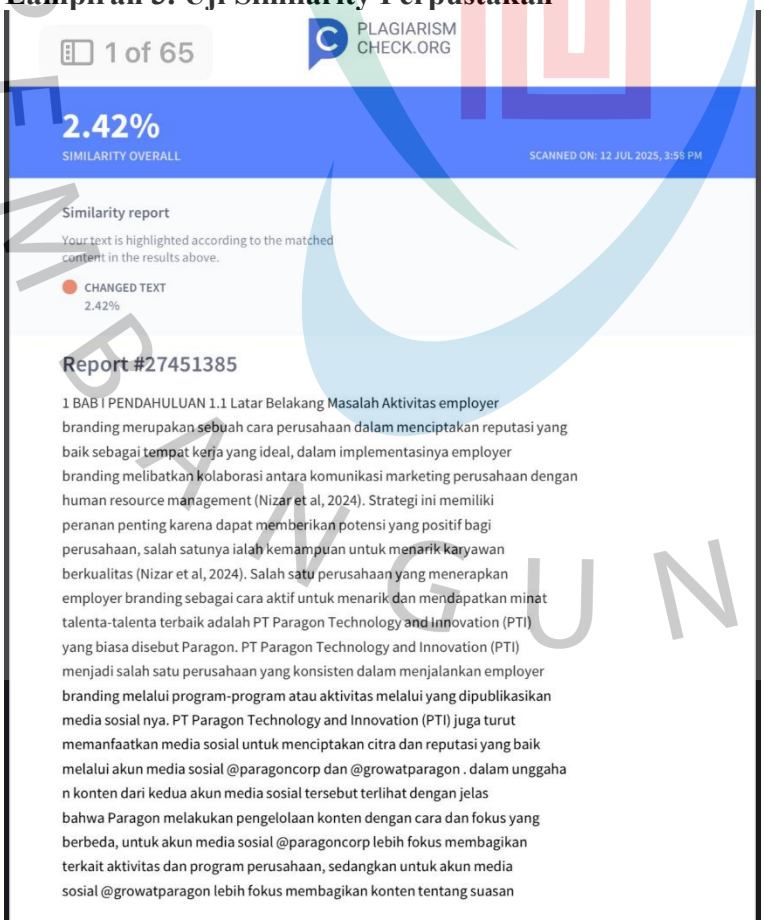
Lampiran 2. Bukti Bimbingan Tugas Akhir

Rekap Percakapan Bimbingan
Syarat Ujian
Jadwal Ujian
Riwayat Nilai Ujian
Nilai Akhir

Periode Mulai: 2024/2025 Genap
Tgl. Mulai: 23 Mei 2025
SKS Lulus: 139 SKS
Judul Tugas Akhir: PENGGAMBARAN ELEMEN EMPLOYER BRANDING PADA AKUN INSTAGRAM PERUSAHAAN (Analisis Isi Kualitatif Akun Instagram @paragoncorp dan @growatparagon Periode Juni 2024 – Januari 2025)
Tahap: Lulus (Ujian)
Status: Selesai

No	Tanggal	Dosen Pembimbing	Topik	Disetujui	Aksi
1	20 Februari 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Penetapan Metode dan Judul Skripsi	✔	
2	4 Maret 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Review dan revisi bab 1	✔	
3	24 Juni 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Review bab 1 dan penulisan bab 2	✔	
3	21 Maret 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Penulisan dan revisi bab 2	✔	
4	11 April 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Diskusi dan review table coder	✔	
5	5 Mei 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Review bab 1+ 2 setelah sidanh proposal	✔	
6	23 Mei 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Diskusi plus penyusunan bab 4	✔	
7	13 Juni 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	review bab 4 dan diskusi penyusunan bab 5	✔	
8	19 Juni 2025	Fathiya Nur Rahmi, S.I.Kom, M.I.Kom.	Review bab 5 dan finalisasi	✔	

Lampiran 3. Uji Similarity Perpustakan



1 of 65

PLAGIARISM CHECK.ORG

2.42%
SIMILARITY OVERALL

SCANNED ON: 12 JUL 2025, 3:58 PM

Similarity report

Your text is highlighted according to the matched content in the results above.

CHANGED TEXT
2.42%

Report #27451385

1 BAB I PENDAHULUAN 1.1 Latar Belakang Masalah Aktivitas employer branding merupakan sebuah cara perusahaan dalam menciptakan reputasi yang baik sebagai tempat kerja yang ideal, dalam implementasinya employer branding melibatkan kolaborasi antara komunikasi marketing perusahaan dengan human resource management (Nizar et al, 2024). Strategi ini memiliki peranan penting karena dapat memberikan potensi yang positif bagi perusahaan, salah satunya ialah kemampuan untuk menarik karyawan berkualitas (Nizar et al, 2024). Salah satu perusahaan yang menerapkan employer branding sebagai cara aktif untuk menarik dan mendapatkan minat talenta-talenta terbaik adalah PT Paragon Technology and Innovation (PTI) yang biasa disebut Paragon. PT Paragon Technology and Innovation (PTI) menjadi salah satu perusahaan yang konsisten dalam menjalankan employer branding melalui program-program atau aktivitas melalui yang dipublikasikan media sosial nya. PT Paragon Technology and Innovation (PTI) juga turut memanfaatkan media sosial untuk menciptakan citra dan reputasi yang baik melalui akun media sosial @paragoncorp dan @growatparagon . dalam unggaha n konten dari kedua akun media sosial tersebut terlihat dengan jelas bahwa Paragon melakukan pengelolaan konten dengan cara dan fokus yang berbeda, untuk akun media sosial @paragoncorp lebih fokus membagikan terkait aktivitas dan program perusahaan, sedangkan untuk akun media sosial @growatparagon lebih fokus membagikan konten tentang suasan

Lampiran 4. Daftar Riwayat Hidup

Muhammad Faleh Alfarizi

0899-9672-003 | falehalfrz@gmail.com | https://www.linkedin.com/in/muhammad-faleh-alfarizi-4a1155223

Saya adalah mahasiswa Ilmu Komunikasi peminatan Public Relations di Universitas Pembangunan Jaya, dengan pengalaman dalam sales promotion (student ambassador), manajemen acara, *public speaking* dan pengelolaan media sosial.

Work Experiences

MNC Channels – Jakarta Barat — Juli 2024 – Okt 2024

Intern Social Media Specialist – On Air & Creative

- Menghandel Social Media Program Soccer Channel dan SportStar 102
- Membuat konten terkait olahraga untuk media sosial

Scientia Square Park – Tangerang — Juli 2024 – Aug 2024

Freelance Event Marketing – Marketing Event

- Mengelola event marketing untuk acara perayaan hari kemerdekaan dengan tajuk "Semarak Keluarga Merdeka"

Universitas Pembangunan Jaya - Tangerang Selatan — Sep 2021 - Sep 2023

Student Ambassador - Sales

- Menguasai *product knowledge* Universitas Pembangunan Jaya
- Mempromosikan Universitas Pembangunan Jaya ke SMA/SMK di wilayah JABODETABEK

Education Level

Universitas Pembangunan Jaya - Tangerang Selatan — Aug 2021 – saat ini

Mahasiswa Ilmu Komunikasi – IPK: 3,50

- Mata Kuliah yang Relevan: Manajemen Acara, Strategi & Taktik Public Relations, Penulisan Public Relations, Produksi Media Public Relations
- Aktif berpartisipasi dalam lebih dari 10 acara Universitas, dengan berperan sebagai Ketua Pelaksana, Wakil Ketua Pelaksana, Bendahara, Mentor, Anggota Divisi Acara, MC, & Moderator

Organizational & Event Management Experiences

CREATURE UPJ 2024 - Tangerang Selatan — Feb 2024 – Mei 2024

Anggota Divisi Acara

CREATURE (Creating Creative Age to The Future) UPJ merupakan sebuah acara kreativitas yang bertujuan untuk memotivasi generasi muda dalam mengembangkan bakat, minat, serta hobi mereka yang diselenggarakan oleh mahasiswa Ilmu Komunikasi

- Membuat konsep acara
- Membuat dokumen acara seperti TOR, rundown, MOU
- Menghubungi pihak eksternal: narasumber, vendor, moderator

KULIAH UMUM KOMUNIKASI POLITIK "Indonesia Emas 2045" - Tangerang Selatan — Aug 2023 – Okt 2023

Ketua Pelaksana

Kuliah Komunikasi Politik "Indonesia Emas 2045" adalah sebuah acara diskusi politik yang membahas mengenai persiapan generasi Z dalam menghadapi indonesia emas 2045 dalam segi pendidikan politik

- Memimpin berbagai divisi secara efektif, mengkoordinasikan upaya tim untuk mencapai tujuan bersama
- Mengadakan dan memimpin rapat untuk menyampaikan informasi, memperoleh masukan, dan membuat keputusan strategis
- Bertanggung jawab atas pengambilan keputusan penting dalam perencanaan dan pelaksanaan proyek, dengan mempertimbangkan berbagai faktor terkait
- Menghubungi dan menjalin kerjasama dengan pihak eksternal dari pemerintahan serta pemangku kepentingan lainnya untuk mendukung kelancaran dan kesuksesan proyek yang dipimpin

KOM AWARDS 2023 - Tangerang Selatan — Mei 2023 – Sept 2023

Anggota Divisi Acara

KOM AWARDS adalah acara tahunan yang melibatkan penghargaan dan pengakuan terhadap mahasiswa dan dosen dalam program Ilmu Komunikasi di Universitas Pembangunan Jaya

- Bertanggung jawab dalam menyusun konsep acara dengan kreativitas dan kejelian dalam memahami kebutuhan target audiens serta tujuan acara
- Menghandle dan mengkoordinasikan pelaksanaan fashion show dengan memastikan segala aspek terkait termasuk model, busana, dan panggung berjalan dengan lancar.
- Membuat dokumen-dokumen penting seperti rundown acara dengan detail yang akurat, memastikan keseluruhan agenda dapat berjalan sesuai rencana

UNIVERSITAS PEMBANGUNAN JAYA

Lampiran 5. Sertfikat English Score

Lampiran 6. Sertfikat LDK

Lampiran 7. Sertfikat PRIMA

PRIMA 2021

AUG'21

SERTIFIKAT

035/BEM-PRIMA/UPJ.09.21

Diberikan Kepada:

Muhammad Faleh Alfarizi

Terima kasih atas kontribusinya sebagai **PESERTA** pada kegiatan **PRIMA UPJ 2021** yang dilaksanakan secara online pada tanggal 02 - 24 Agustus 2021.

Pendamping PRIMA 2021

Fauzan Joko, S.Kom

Ketua Pelaksana PRIMA 2021

Talitha Marcelia

EXPRESS YOURSELF THROUGH CREATIVITY

UNIVERSITAS PEMBANGUNAN JAYA

Lampiran 8. Form Pengajuan Sidang Skripsi

Universitas Pembangunan Jaya	FORMULIR PENGAJUAN SIDANG SKRIPSI/TA	SPT-I/04/SOP-06/F-01
		No. Rekaman

Nama Mahasiswa` : Muhammad Faleh Alfarizi

Prodi/NIM : Ilmu Komunikasi / 2021041103

Judul Skripsi/TA : PENGGAMBARAN ELEMEN EMPLOYER BRANDING PADA AKUN INSTAGRAM PERUSAHAAN (Analisis Isi Kualitatif Akun Instagram @paragoncorp dan @growatparagon Periode Juni 2024 – Januari 2025)

Dosen Pembimbing : 1. Fathiya Nur Rahmi, S.Ikom, M.I.Kom

: 2.

Dosen Penguji : 1. JAD :

: 2. JAD :

: 3. JAD :

Jadwal Sidang : Tempat : Hari/Tanggal:

Telah memenuhi syarat Sidang Skripsi/TA: (mohon beri tanda V untuk syarat yang relevan)

No	Syarat	Ya	Tidak
1	IPK minimal 2.00	v	
2	Tidak ada nilai D untuk mata kuliah mayor/inti Prodi	v	
3	MK Skripsi/TA tercantum di BRS semester berjalan	v	
4	Lulus minimal 1 mata kuliah KOTA untuk tiap rumpun	v	
5	SPT-I/03/SOP-28/F-03 Formulir Pembimbingan Skripsi (minimal 8 x)	v	
6	Poin JSDP (minimal 75% persen dari syarat kelulusan)	v	
7	Mengumpulkan dokumen Skripsi/TA (sesuai ketentuan Prodi)	v	

Tangerang Selatan, 23 Juni 2025

Mengajukan	Mengetahui	Memeriksa	Menyetujui
Muhammad Faleh Alfarizi	Fathiya Nur Rahmi, S.Ikom, M.I.Kom	(Dr. Sri Wijayanti, S.Sos., M.Si)	(Naurissa Biasini, S.Si, M.I.Kom)
Mahasiswa	Dosen Pembimbing	Koordinator Skripsi/TA	Kaprodi

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Lampiran 9. Form Persetujuan Penulisan

Universitas Pembangunan Jaya	FORMULIR PERSETUJUAN PENULISAN SKRIPSI/TA	SPT-I/03/SOP-28/F-02
		No. Rekaman

Nama Mahasiswa : Muhammad Faleh Alfarizi

Prodi/NIM : Ilmu Komunikasi / 2021041103

Judul Skripsi/TA yang diajukan : PENGGAMBARAN ELEMEN EMPLOYER BRANDING PADA AKUN INSTAGRAM PERUSAHAAN (Analisis Isi Kualitatif Akun Instagram @paragoncorp dan @growatparagon Periode Juni 2024 – Januari 2025)

Telah **disetujui untuk menulis Skripsi/TA**.

Dosen Pembimbing Skripsi/TA yang ditugaskan Prodi adalah:

No	Nama	NIDN	JAD
1	Fathiya Nur Rahmi, S.I.Kom., M.I.Kom.	0407029501	LEKTOR
2			

Tangerang Selatan, ...

Menugaskan,	Menyetujui,	Menerima,	
(DR. Sri Wijayanti)	(Naurissa Biasini, S.Si., M.I.Kom.)	(Fathiya Nur Rahmi, S.I.Kom., M.I.Kom.)	
Koordinator Skripsi/TA	Kaprodi	Dosen Pembimbing 1	Dosen Pembimbing 2

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