

ABSTRACT

PRESENTATION OF THE OF EMPLOYER BRANDING ELEMENTS ON INSTAGRAM SOCIAL MEDIA (Qualitative Content Analysis of Instagram Account @paragoncorp and @growatparagon Period June 2024 – January 2025)

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This research analyzes the portrayal of employer branding elements as part of the marketing communication strategy on the Instagram accounts @paragoncorp and @growatparagon, owned by PT Paragon Technology and Innovation (PTI). Employing a qualitative approach and content analysis method, this study examines 62 pieces of content published between June 2024 and January 2025. The unit of analysis focuses on content representing employer branding elements such as work-life balance, benefits and compensations, work environment, company culture, and brand strength. The findings of this research are expected to demonstrate the strategic depiction of employer branding elements through a combination of informative and persuasive messages. The dominant content formats include short videos (reels), carousels, and single images. This research believes that the social media platform Instagram is effectively utilized as a communication channel to build the company's image as an ideal and attractive workplace for potential job candidates.

Keywords: Marketing communication, Employer branding, Instagram Accounts

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