

ABSTRAK

Di era revolusi digital, Harisenin.com sebagai sebuah perusahaan startup turut bersaing ketat dalam fenomena *talent war* yang bergantung pada terciptanya reputasi positif terhadap perusahaan. Reputasi suatu perusahaan berkaitan erat dengan penerapan komunikasi perusahaan dan sumber daya manusia yang dimiliki. Dalam upaya mempertahankan dan menarik kandidat terbaik, Harisenin.com perlu mengimplementasikan strategi *employer branding* guna meraih keunggulan dalam persaingan talenta. Penelitian ini bertujuan untuk mengungkapkan bagaimana Harisenin.com mengelola karyawan dan membentuk reputasi positif melalui kegiatan *employer branding*. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan pengumpulan data melalui wawancara, dokumentasi, dan observasi. Hasil penelitian menunjukkan bahwa strategi *employer branding* dari Harisenin.com dilakukan dengan mengadopsi lima nilai dari dimensi *employee attractiveness* dan *corporate identity* untuk membentuk *employer value proposition* dan melancarkan program internal serta eksternal yang dipublikasikan melalui akun Instagram @LifeatHarisenin dilengkapi tagar #BerkembangdiHarisenin. Pelaksanaan strategi *employer branding* membuktikan bahwa Harisenin.com berhasil membentuk reputasi positif di mata khalayak eksternal dan meningkatkan retensi karyawan dalam jangka waktu yang signifikan.

Kata Kunci: *employer branding, employer value proposition, corporate communication, reputasi positif*

ABSTRACT

In the era of the digital revolution, Harisenin.com, as a startup company, actively competes in the intense phenomenon of talent war, relying on the creation of a positive reputation for the company. The reputation of a company is closely related to the implementation of corporate communication and the human resources it possesses. In an effort to retain and attract the best candidates, Harisenin.com needs to implement employer branding strategies to gain an edge in talent competition. This research aims to reveal how Harisenin.com manages its employees and forms a positive reputation through employer branding activities. The research employs a qualitative approach with data collection through interviews, documentation, and observations. The results indicate that Harisenin.com's employer branding strategy is executed by adopting five values from the dimensions of employee attractiveness and corporate identity to form an employer value proposition. The company launches internal and external programs publicized through the Instagram account @LifeatHarisenin, accompanied by the hashtag #BerkembangdiHarisenin. The implementation of the employer branding strategy demonstrates that Harisenin.com has successfully built a positive reputation in the eyes of the external audience and increased employee retention significantly.

Keywords: employer branding, employer value proposition, corporate communication, positive reputation