

**IMPROVING COMPANY X'S EMPLOYER BRANDING FOR EARLY  
CAREERS OPERATIONS TECH ROLES IN THE NETHERLANDS ON  
SOCIAL MEDIA AND JOB PLATFORMS**



**THESIS**

Submitted as partial requirement in complete the  
Undergraduate Degree (S1) of Management Department of  
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Arranged by:

**DIAN FITRI AMALIA**

**12010119190321**

**FACULTY OF ECONOMICS  
DIPONEGORO UNIVERSITY**

**SEMARANG**

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