

ABSTRACT

The rapid development of digital technology has transformed recruitment strategies, including the use of social media to build attractive Employer branding for Generation Z. This generation, born in the digital era, prefers companies that uphold values such as sustainability, inclusivity, and work-life balance. This study aims to analyze the influence of Employer branding and Organizational Reputation on Generation Z's Intention to apply, as well as examine the role of social media as a mediating variable.

This research adopts a quantitative approach using closed-ended questionnaires with a Likert scale, distributed online via Google Forms. Respondents consist of productive-age Generation Z individuals. Data analysis was conducted using SPSS for regression testing and the Sobel test to examine the mediating effect of social media.

The results reveal that Employer branding and Organizational Reputation have a significant positive effect on Generation Z's Intention to apply. Social media significantly mediates both relationships, strengthening their influence on job application interest. These findings highlight the importance of integrating Employer branding strategies and reputation management through social media to attract Generation Z talent.

Keyword : Employer branding, Organizational Reputation, Social Media, Intention to apply, Generation Z

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