

ABSTRACT

Recruitment is a process which is done to get new employees through the steps including identity and evaluation that qualify to fill the vacancy in the organization. Government agencies, State-owned enterprise and private do recruitment process to get the right employees and survive in agencies in long time. This research analyzes model of recruitment which is done in BKD, BNI and PT KampoengGading Media Unggul.

This research aimed to find out recruitment model which is done by government agencies, State-owned enterprise and private which were BKD, BNI and PT KampoengGading Media Unggul effectively with the usage method, to find out things which had to be noticed in recruiting new employees.

The method in this research used qualitative method with case study approach. The reason in using case study was in order this research could be done profound and it could focus to find out recruitment process which were done by government agencies, State-owned enterprise and private.

This result of this research showed that recruitment process which was done in BKD, BNI and PT Kampoeng Gading Media Unggul Semarang were not effective. In PT KampoengGading Media Unggul, ineffective recruitment was because there was a certain character and certain qualification for prospective applicant, so that the private sector was not transparent in recruiting new employees.

Key Words: Recruitment, Effectivity, Procedure, Obstacle.