

ABSTRACT

This study aims to: (1) To determine the views and assessment of nepotism in the recruitment and selection process, whether adverse or nepotism always be beneficial (2) To determine the limits of nepotism when nepotism is considered harmful (3) To determine the factors which supports nepotism if deemed beneficial (4) To find the solutions in dealing with cases of nepotism in the recruitment and selection process.

Informants in this study were students who actively served or had served in the student organization. It is taken as an active student and who had been active in the organization will have more information in the organization. Data collection techniques used were interviews and observation.

This study investigated qualitatively using data analysis tools membercheck. In collecting the data, this study analyzed the primary data generated from interviews to seven informants.

The results showed that: there are also some informants who felt that nepotism is not always bad. Nepotism can have a positive impact when the subject selected actually have good capability and capacity. Nepotism can be profitable if it delivers or makes the performance of organizations and companies for the better. Nepotism is said to be beneficial for improving the efficiency and effectiveness of the recruitment and selection process. This is a potential of nepotism.

Keywords: *Students, Nepotism, Efficiency, Effectiveness.*