

ABSTRAK

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MENGOMUNIKASIKAN CITRA PERUSAHAAN DENGAN STRATEGI *EMPLOYER BRANDING* DI SINAR MAS MINING

(xiii + 75 halaman: 13 gambar; 11 lampiran)

Kata kunci: *Employer Branding*, Strategi Komunikasi, Citra Perusahaan, Media Sosial

Di zaman modern ini, perkembangan teknologi sangat dinamis. Teknologi jadi bagian paling penting atas kehidupan manusia. Hampir pada seluruh komponen kehidupan manusia, memerlukan bantuan teknologi. Hasil dari perkembangan teknologi tersebut antara lain, *handphone*, televisi, komputer, radio, dan lain-lain. Inovasi dari teknologi tersebut memberi kemudahan manusia dalam melakukan penukaran informasi dan pesan terhadap sesama yang memungkinkan manusia untuk bergerak lebih cepat lagi. Banyak kegiatan yang bisa dilakukan melalui sosial media, salah satunya sebagai tempat untuk melakukan kegiatan *employer branding* yang juga dilakukan untuk mengomunikasikan *corporate image* suatu perusahaan. Untuk itu, tujuan pemegang adalah supaya mempelajari serta mempraktikkan strategi komunikasi melalui media sosial guna memberi peningkatan dan mengomunikasikan citra perusahaan perusahaan Sinar Mas Mining.

Selama berlangsungnya kegiatan magang, pemegang telah mendapatkan berbagai ilmu baru terkait *employer branding*, strategi komunikasi, citra perusahaan, dan lain-lain yang telah dipraktikkannya secara langsung selagi melakukan kegiatan magang di Sinar Mas Mining. Pemegang telah mengetahui bagaimana aktivitas dan peran dari media sosial dalam rangka meningkatkan citra dari perusahaan yang bersangkutan, serta mendapatkan pengalaman bekerja di lingkup pekerjaan. Selain itu, terlihat juga *feedback* yang diterima dari audiens yang dirasakan secara langsung selama pemegang bekerja sebagai *Employer Branding Intern* untuk Sinar Mas Mining. Sinar Mas Mining sangat mengandalkan *employer branding* dan juga media sosial untuk melancarkan peningkatan citra perusahaan yang dilakukannya, dan termasuk juga untuk tetap berkomunikasi dengan pihak eksternal.

Referensi: 15 (1994-2021)

ABSTRACT

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COMMUNICATING CORPORATE IMAGE WITH EMPLOYER BRANDING STRATEGY IN SINAR MAS MINING

(xiii + 75 pages: 13 pictures; 11 attachments)

Keywords: Employer Branding, Communication Strategy, Corporate Image, Social Media

In this modern era, technological developments are very dynamic. Technology is the most important part of human life. In almost all aspects of human life, technology is needed. The results of these technological developments include, mobile phones, television, computers, radio, and others. The innovation of this technology makes it easier for humans to exchange information and messages with others which allows humans to move faster. There are many activities that can be done through social media, one of which is as a place to carry out employer branding activities which are also carried out to communicate a company's image. Therefore, the purpose of this internship is to learn and practice the communication strategies through social media in improving and communicating the brand image of the Sinar Mas Mining company.

During the internship, the Apprentice has gained various new knowledge related to employer branding, communication strategies, corporate image, and others which the intern has practiced directly while doing her internship at Sinar Mas Mining. Apprentices already know how the activities and roles of social media are in order to improve the corporate image of the company in question, as well as gain experience working in the real working area. In addition, it can also be seen that the feedback received from the audience was felt directly during the intern working as an employer branding intern for Sinar Mas Mining. Sinar Mas Mining relies heavily on employer branding and social media to improve the company's corporate image, and that includes staying in touch with external parties.

Reference: 15 (1994-2021)