

ABSTRAK

Penelitian ini bertujuan untuk menganalisis hubungan *employer branding* dan media social terhadap minat melamar kerja generasi z pada perusahaan *startup*. Penelitian ini menggunakan metode kuantitatif dengan pendekatan kausal. Populasi penelitian adalah mahasiswa akhir Universitas Trunodjoyo Madura sebanyak 3.605 mahasiswa. Sampel penelitian sejumlah 120 responden yang dipilih berdasarkan teknik *purposive sampling*. Instrument penelitian berupa kuisioner dengan skala Likert. Analisis data menggunakan regresi linear berganda dengan program SPSS. Hasil penelitian menunjukkan pengaruh positif dan signifikan antara *employer branding* dan minat melamar kerja secara parsial. Media social berpengaruh positif dan signifikan terhadap minat melamar kerja. Secara simultan, *employer branding* dan media social berpengaruh positif dan signifikan terhadap minat melamar kerja generasi z di Perusahaan startup.

Kata Kunci: *Employer branding, Media Sosial, Minat Melamar Kerja, Generasi Z, Startup.*

ABSTRACT

This study aims to analyze the relationship between employer branding and social media on Generation Z's interest in applying for jobs at startup companies. This study employs a quantitative method with a causal approach. The study population consists of 3,605 final-year students at Trunodjoyo University of Madura. The sample comprises 120 respondents selected using purposive sampling. The research instrument consists of a questionnaire using a Likert scale. Data analysis was conducted using multiple linear regression with SPSS software. The results indicate a positive and significant partial effect of employer branding on job application interest. Social media has a positive and significant effect on job application interest. Simultaneously, employer branding and social media have a positive and significant effect on Generation Z's interest in applying for jobs at startup companies.

Keywords: Employer branding, Social Media, Interest in Job Applications, Generation Z, Startup.