

INTISARI

Penelitian ini merupakan penelitian kualitatif dengan tujuan penelitian untuk menganalisis perkembangan digitalisasi rekrutmen pada PT. Infomedia Nusantara. Penelitian ini juga menganalisis proses digitalisasi yang tepat sesuai dengan kebutuhan dan tren di industri. Informan yang berpartisipasi dalam penelitian ini sejumlah 5 orang yang telah memenuhi kriteria meliputi, *vice president human resources*, *manager recruitment human resources*, *assistant manager recruitment human resources*, *operational user* serta *officer human resources corporate* PT. Infomedia Nusantara. Para tenaga alih telah bekerja di fungsi masing– masing minimal 1 tahun dan tenaga alih yang ditempatkan di divisi *human resources shared services operation* (SSO) yang berkantor di *head office* PT. Infomedia Nusantara. Proses pengambilan data menggunakan metode *in-depth interview*. Penelitian ini menemukan bahwa telah terjadi digitalisasi awal pada proses rekrutmen PT. Infomedia Nusantara dan masing sangat terbuka untuk pengembangan lanjutan yang sesuai dengan kebutuhan perusahaan dan industri.

Kata Kunci: digital rekrutmen, turnover.

ABSTRACT

This research is a qualitative research with the aim of research to analyze the development of recruitment digitalization at PT. Infomedia Nusantara. This research also analyzes the right digitization process according to the needs and trends in the industry. Respondents who participated in this study were 5 people who met the criteria including, vice president of human resources, manager of human resources recruitment, assistant manager of human resources recruitment, operational users and human resources officer of PT. Infomedia Nusantara. The transfer workers have worked in their respective functions for at least 1 year and the transfer workers are placed in the human resources shared services operation (SSO) division which has an office at the head office of PT. Infomedia Nusantara. The data collection process used the in-depth interview method. This study found that there had been early digitization in the recruitment process of PT. Infomedia Nusantara and each is very open for further development according to the needs of companies and industries.

Keywords: digital recruitment, turnover.