

ABSTRACT

In Indonesia, an organization's social media profile is increasingly important, yet only some companies have implemented these initiatives. Social media pages help organizations present themselves as attractive employers to internal and external audiences, enhancing their appeal as workplaces. An effective social media page strategy can distinguish a company within its industry by attracting talented employees. This study explores how Blibli's content on Instagram (@LifeAtBlibli) relates to Indonesian undergraduate students' intentions to apply to Blibli. A quantitative method was used to test three variables to measure, collecting data through a social media questionnaire distributed to Indonesian undergraduates. Descriptive and inferential statistics were employed, including mean analysis, crosstab analysis, normality tests, and explanatory analysis. The data were found to be not normal, initiated using the Spearman Correlation Coefficient, which revealed a strong positive correlation between X variables and the intention to apply at Blibli. Crosstab analyses identified factors influencing respondents' choices. The findings suggest that Blibli's use of social media positively correlates with the intention to apply, hence benefiting employers. This research contributes to the social media discourse in Indonesia and provides a foundation for future studies to address identified limitations, as suggested at the end of this study.

Keywords: Social media, Undergraduate Students, Intention to Apply