

Penelitian ini mengkaji pengaruh *employer branding* melalui media sosial Instagram terhadap *intention to apply* generasi Z pada program magang Paragon Corp dengan *employer attractiveness* sebagai variabel moderasi. Penelitian ini didasarkan pada fenomena "*war for talent*," di mana perusahaan bersaing untuk menarik talenta muda. Metode yang digunakan adalah survei kuantitatif dengan kuesioner, melibatkan 384 responden dari generasi Z yang merupakan pengikut akun Instagram @growatparagon. Berdasarkan pengumpulan dan analisis data, didapatkan hasil bahwa *employer branding* berpengaruh signifikan terhadap *intention to apply*. Dengan menyajikan konten yang menarik dan informatif, akun Instagram @growatparagon berhasil meningkatkan kesadaran dan ketertarikan calon pelamar terhadap perusahaan. *Employer branding* menciptakan citra positif perusahaan di mata calon pelamar dan mendorong mereka untuk mempertimbangkan Paragon Corp sebagai tempat magang yang diinginkan. Selain itu, keberadaan variabel moderasi dalam penelitian ini, yaitu *employer attractiveness* juga berperan dalam memoderasi pengaruh antara *employer branding* dan *intention to apply*. Faktor seperti lingkungan kerja yang menarik, nilai sosial dan peluang pengembangan karier menjadi aspek utama yang berkontribusi terhadap meningkatkan minat Generasi Z untuk melamar magang di Paragon Corp. Dengan demikian, penelitian ini memberikan bagi perusahaan dalam mengoptimalkan media sosial sebagai sarana *employer branding* yang strategis. Hasil penelitian ini diharapkan dapat menjadi acuan bagi perusahaan FMCG di Indonesia dalam upaya mengembangkan strategi komunikasi digital yang lebih efektif untuk menarik talenta potensial.

Kata Kunci: *Employer Attractiveness, Employer Branding, Generasi Z, Instagram, Intention to Apply, Internship*

ABSTRACT

This study examines the influence of employer branding through Instagram social media on Generation Z's intention to apply to Paragon Corp's internship programme with employer attractiveness as a moderating variable. This research is based on the phenomenon of 'war for talent,' where companies compete to attract young talent. The method used is a quantitative survey with a questionnaire, involving 384 respondents from generation Z who are followers of the @growatparagon Instagram account. Based on data collection and analysis, the results show that employer branding has a significant effect on intention to apply. By presenting interesting and informative content, the @growatparagon Instagram account has succeeded in increasing the awareness and interest of potential applicants in the company. Employer branding creates a positive image of the company in the eyes of potential applicants and encourages them to consider Paragon Corp as a desirable internship place. In addition, the presence of moderating variables in this study, namely employer attractiveness, also plays a role in moderating the influence between employer branding and intention to apply. Factors such as an attractive work environment, social value and career development opportunities are the main aspects that contribute to increasing Generation Z's interest in applying for an internship at Paragon Corp. Thus, this research provides for companies in optimising social media as a strategic employer branding tool. The results of this study are expected to serve as a reference for FMCG companies in Indonesia in an effort to develop a more effective digital communication strategy to attract potential talent.

Keywords: *Employer Attractiveness, Employer Branding, Generation Z, Instagram, Intention to Apply, Internship.*