

## ABSTRAK

*Employer branding* menjadi salah satu strategi penting dalam upaya perusahaan menarik dan mempertahankan talenta berkualitas, khususnya dari kalangan generasi milenial dan Gen Z. Media sosial, terutama Instagram, dinilai efektif sebagai *platform* untuk membangun citra perusahaan sebagai tempat kerja yang relevan dan menarik. Penelitian ini bertujuan untuk mendeskripsikan strategi *employer branding* yang dijalankan oleh PT United Tractors Tbk melalui dua akun Instagram, yaitu @unitedtractors.career dan @ceritadiunitedtractors. Dengan pendekatan kualitatif deskriptif dan metode studi kasus, data dikumpulkan melalui wawancara mendalam dengan pengelola akun dan observasi konten. Analisis dilakukan menggunakan model *Social Media Strategy Wheel* dan kerangka *employer branding*. Hasil penelitian menunjukkan bahwa strategi *employer branding* diterapkan melalui delapan aspek utama: riset audiens, penetapan tujuan, pemilihan kanal distribusi, perencanaan konten, keterlibatan audiens, pemantauan performa, pengukuran keberhasilan, dan evaluasi strategi. Kedua akun menunjukkan diferensiasi fungsi, gaya komunikasi, dan segmentasi audiens, namun belum terintegrasi secara naratif. Temuan ini memberikan gambaran mengenai bagaimana perusahaan mengelola komunikasi *employer branding* secara digital, sekaligus membuka ruang diskusi mengenai pentingnya konsistensi narasi dan keterpaduan lintas kanal. Penelitian ini diharapkan dapat menjadi referensi dalam pengembangan strategi komunikasi korporasi di era digital.

**Kata Kunci:** *Employer branding, media sosial, Instagram, strategi komunikasi, korporasi*

## ABSTRACT

*Employer branding has become a key strategy for companies aiming to attract and retain high-quality talent, particularly among Millennials and Generation Z. Social media platforms, especially Instagram, are considered effective tools for shaping a company's image as an appealing workplace. This study aims to describe the employer branding strategy implemented by PT United Tractors Tbk through two Instagram accounts: @unitedtractors.career and @ceritadiunitedtractors. Using a descriptive qualitative approach and a case study method, data were collected through in-depth interviews with account administrators and content observation. The analysis employs the Social Media Strategy Wheel model and employer branding frameworks. The findings show that the employer branding strategy is carried out through eight key aspects: audience research, goal setting, channel distribution, content planning, audience engagement, performance monitoring, success measurement, and strategic evaluation. The two accounts display functional differentiation, communication styles, and audience segmentation, but lack integrated narrative coordination. This study provides insights into how employer branding is managed in a digital context and invites further discussion on the importance of message consistency and cross-channel alignment in corporate communication strategies.*

**Keywords:** *employer branding, social media, Instagram, communication strategy, corporation*