

INTISARI

Penelitian ini bertujuan untuk menganalisis daya tarik organisasi yang dimiliki oleh PT Toyota Motor Manufacturing Indonesia (TMMIN). Dalam penelitian ini juga mencakup peran manajemen talenta, pemerekan organisasi sebagai pembentuk daya tarik organisasi, dan generasi Y sebagai kandidat potensial PT Toyota Motor Manufacturing Indonesia. Daya tarik organisasi diukur dengan Employer Attractiveness Scale (EmpAt) yang terdiri dari dimensi *interest value*, dimensi *social value*, dimensi *economic value*, dimensi *development value*, dan dimensi *application value*. Metode pengambilan sampel dalam penelitian adalah *non-probability sampling*, dengan metode *purposive sampling*. Penelitian ini menggunakan uji validitas reliabilitas dan statistik deskriptif. Hasil penelitian menunjukkan nilai *mean* yang tinggi terhadap daya tarik organisasi PT Toyota Motor Manufacturing Indonesia.

Kata kunci:

Daya tarik organisasi, pemerekan organisasi

ABSTRACT

This study aims to analyze the employer attractiveness of PT Toyota Motor Manufacturing Indonesia (TMMIN). In this study also includes talent management, employer branding, and generation Y as a potential candidate of PT Toyota Motor Manufacturing Indonesia. Employer attractiveness is measured by Employer Attractiveness Scale (EmpAt) which consists of the dimension of interest value, social value dimension, economic value dimension, development value dimension, and application value dimension. Sampling method in this research is non-probability sampling, with purposive sampling method. This research uses reliability validity test and statistics descriptive. The results of this study prove that the employer attractiveness of PT Toyota Motor Manufacturing Indonesia classified as high.

Keywords:

Employer attractiveness, Employer branding