

TABLE OF CONTENTS

LEMBAR PENGESAHAN	Error! Bookmark not defined.
PERNYATAAN BEBAS PLAGIASI	Error! Bookmark not defined.
ACKNOWLEDGEMENT	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
TABLE OF CONTENTS	1
LIST OF DIAGRAMS	Error! Bookmark not defined.
LIST OF PICTURES	Error! Bookmark not defined.
LIST OF TABLES	Error! Bookmark not defined.
CHAPTER 1	Error! Bookmark not defined.
INTRODUCTION	Error! Bookmark not defined.
1.1 Background of Study	Error! Bookmark not defined.
1.2 Objective of Study	Error! Bookmark not defined.
1.3 Scope of Study	Error! Bookmark not defined.
1.4.1 Method of Collecting Data	Error! Bookmark not defined.
CHAPTER 2	Error! Bookmark not defined.
PROFILE OF PT. YOOFIX DIGITAL INDONESIA	Error! Bookmark not defined.
2.1 Corporation Overview	Error! Bookmark not defined.
2.2 Location	Error! Bookmark not defined.
2.3 Logo	Error! Bookmark not defined.
2.4 Vision and Mission	Error! Bookmark not defined.
2.5 Work System	Error! Bookmark not defined.
2.6 Organization Structure	Error! Bookmark not defined.
CHAPTER 3	Error! Bookmark not defined.
THE INFLUENCE OF EMPLOYER BRAND ON THE INTERESTS OF PROSPECTIVE FIXERS	Error! Bookmark not defined.
3.1 Overview on Brand	Error! Bookmark not defined.
3.2 Employer Brand	Error! Bookmark not defined.
3.3 Employer Brand at PT. Yoofix Digital Indonesia	Error! Bookmark not defined.
CHAPTER 4	Error! Bookmark not defined.



THE INFLUENCE OF EMPLOYER BRAND ON THE INTEREST OF PROSPECTIVE FIXERS AT PT. YOOFIX DIGITAL INDONESIA

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CONCLUSION	Error! Bookmark not defined.
BIBLIOGRAPHY	Error! Bookmark not defined.
APPENDIX 1	Error! Bookmark not defined.
APPENDIX 2	Error! Bookmark not defined.
APPENDIX 3	Error! Bookmark not defined.
APPENDIX 4	Error! Bookmark not defined.
APPENDIX 5	Error! Bookmark not defined.