

**MISSION, VISION, AND VALUES STRATEGIC COMMUNICATION TO
ATTRACT POTENTIAL AND TALENTED APPLICANTS:
EXPERIMENT ON GENERATION Z**

Abstract

Nowadays, companies apply e-recruitment process, one of which could be done using website to attract a wide array of applicants. With the increasing number of Generation Z in the workforce, information conveyed on company website needs to be adjusted in an appealing way accordingly to this generation. The purpose of this research is to analyze the effects of strategic communication of mission, vision, and values statements on company website to Generation Z's attitude toward a company and the company website, also whether attitude toward the company website affects Generation Z's attitude toward the company. Using between subject with post-test only control group experimental design, this research examined the effect of providing specific/general information on mission, vision, and values statements as the independent variables. Result suggests that strategic communication of mission, vision, and values statements do not affect attitude toward the website and attitude toward the company. Nevertheless, attitude toward the website is significantly affecting attitude toward the company.

Keywords: strategic communication, mission, vision, values, e-recruitment, generation Z

MISSION, VISION, AND VALUES STRATEGIC COMMUNICATION TO ATTRACT POTENTIAL AND TALENTED APPLICANTS: EXPERIMENT ON GENERATION Z

Intisari

Pada masa kini, perusahaan menerapkan proses *e-recruitment* yang salah satunya dilakukan melalui situs web untuk menarik beragam calon pekerja. Bertambahnya jumlah Generasi Z sebagai tenaga kerja menjadikan informasi dalam situs web perusahaan perlu disesuaikan untuk menarik generasi ini. Penelitian ini bertujuan untuk menganalisa efek dari komunikasi strategik dari pernyataan misi, visi, dan nilai-nilai dalam situs web perusahaan akan sikap Generasi Z pada situs web perusahaan dan perusahaan, serta apakah sikap Generasi Z terhadap situs web perusahaan mempengaruhi sikap Generasi Z terhadap perusahaan. Menggunakan *between subject* dengan desain eksperimen *post-test only with control group*, penelitian ini menguji pengaruh pemberian informasi spesifik/umum terhadap pernyataan misi, visi, dan nilai-nilai sebagai variabel independen. Hasil menunjukkan bahwa pernyataan misi, visi, dan nilai-nilai tidak berpengaruh pada sikap terhadap perusahaan dan sikap terhadap situs web. Walaupun demikian, sikap terhadap situs web perusahaan secara signifikan mempengaruhi sikap terhadap perusahaan.

Kata kunci: *strategic communication, mission, vision, values, e-recruitment, generation Z*