

DAFTAR PUSTAKA

- Abdussamad, Z. (2021). *Metode Penelitian Kualitatif* (1st ed., Vol. 1). Syakir Media Press.
- Ahmad, A., Khan, M. N., & Haque, M. A. (2020a). Employer Branding Aids in Enhancing Employee Attraction and Retention. *Journal of Asia-Pacific Business*, 21(1), 27–38. <https://doi.org/10.1080/10599231.2020.1708231>
- Ahmad, A., Khan, M. N., & Haque, M. A. (2020b). Employer Branding Aids in Enhancing Employee Attraction and Retention. *Journal of Asia-Pacific Business*, 21(1), 27–38. <https://doi.org/10.1080/10599231.2020.1708231>
- Alwasilah, A. C. (2015). *Pokoknya Studi Kasus: Pendekatan Kualitatif*. PT Kiblat Buku Utama.
- Alzaid, D., & Dukhaykh, S. (2023). Employer Branding and Employee Retention in the Banking Sector in Saudi Arabia: Mediating Effect of Relational Psychological Contracts. *Sustainability (Switzerland)*, 15(7). <https://doi.org/10.3390/su15076115>
- Amelia, A. (2018). *Employer Branding: When HR Is The New Marketing*. PT Gramedia.
- Arinawati, L., & Purbasari, R. (2021). PENGARUH EMPLOYER BRAND TERHADAP EMPLOYEE ENGAGEMENT PADA PT. TELEKOMUNIKASI INDONESIA. In *Journal of Applied Business and Economic (JABE)* (Vol. 8, Issue 2). <https://ekbis.rmol.co/>,
- Ariyanto, R., & Kustini, K. (2021). Employer branding and employee value proposition: The key success of startup companies in attracting potential employee candidates. *Annals of Human Resource Management Research*, 1(2), 113–125. <https://doi.org/10.35912/ahrmr.v1i2.728>
- Backhaus, K., & Tikoo, S. (2004). Conceptualizing and researching employer branding. *Career Development International*, 9(5), 501–517. <https://doi.org/10.1108/13620430410550754>
- Bellou, V., Chaniotakis, I., Kehagias, I., & Rigopoulou, I. (2015). Employer Brand of Choice: an employee perspective. *Journal of Business Economics and Management*, 16(6), 1201–1215. <https://doi.org/10.3846/16111699.2013.848227>
- Berthon, P., Ewing, M., & Hah, L. L. (2005). Captivating company: Dimensions of attractiveness in employer branding. *International Journal of Advertising*, 24(2), 151–172. <https://doi.org/10.1080/02650487.2005.11072912>
- Biswas, M. K., & Suar, D. (2016). Antecedents and Consequences of Employer Branding. *Journal of Business Ethics*, 136(1), 57–72. <https://doi.org/10.1007/s10551-014-2502-3>

- Bussin, M., & Mouton, H. (2019). Effectiveness of employer branding on staff retention and compensation expectations. *South African Journal of Economic and Management Sciences*, 22(1). <https://doi.org/10.4102/sajems.v22i1.2412>
- Chandrilika, T., & Prasetya, K. A. (2017). PENERAPAN STRATEGI EMPLOYER BRANDING DAN EMPLOYEE VALUE PROPOSITION UNTUK MENCIPTAKAN EMPLOYEE ENGAGEMENT (Studi Pada PT Bank Central Asia Tbk). In *Jurnal Administrasi Bisnis (JAB)/Vol* (Vol. 50, Issue 5).
- Chou, C.-M. (2014). Social Media Characteristics, Customer Relationship and Brand Equity. *Journal of Applied Business and Economics*, 16(1).
- Christensen, L. T., Firat, A. F., & Torp, S. (2008). The organisation of integrated communications: Toward flexible integration. *European Journal of Marketing*, 42(3–4), 423–452. <https://doi.org/10.1108/03090560810853002>
- CNN. (2023, February 2). *Susul Twitter, Pinterest PHK 150 Karyawan Demi Efisiensi Biaya*. CNN Indonesia.
- CNN Indonesia. (2022). *Telkom, BUMN Pertama yang Terima Sertifikasi Great Place to Work*. <https://www.cnnindonesia.com/ekonomi/20220515140721-97-797009/telkom-bumn-pertama-yang-terima-sertifikasi-great-place-to-work>
- Creswell, J. W. (2019). *Research Design: Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran* (4th ed.). Pustaka Pelajar.
- Cubukcu, C. (2018, March 17). *Why Employer Branding Is So Important*. Entrepreneur.
- Easa, N. F., & Bazzi, A. M. (2020). The influence of employer branding on employer attractiveness and employee engagement and retention: Ten years of literature. In *International Journal of Customer Relationship Marketing and Management* (Vol. 11, Issue 4, pp. 48–69). IGI Global. <https://doi.org/10.4018/IJCRMM.2020100104>
- Fadhillah, I. (2022, November 22). *Terkuak! Ini yang Diduga Biang Kerok Startup RI PHK Massal*. Detikcom.
- GPTW Institute. (2022a). *Best Workplaces in Asia 2022*. <https://greatplacetowork.me/home/best-workplaces-in-asia-2022/>
- GPTW Institute. (2022b). *Company culture at PT Telkom Indonesia (Persero) Tbk*. <https://greatplacetowork.co.id/gptwcertified/pt-telkom-indonesia-persero-tbk/>
- GPTW Institute. (2022c). *Indonesia Best Workplaces 2022*. <https://greatplacetowork.co.id/indonesia-best-workplaces-2022-list/>
- Gustam, R. R. (2015). KARAKTERISTIK MEDIA SOSIAL DALAM MEMBENTUK BUDAYA POPULER KOREAN POP DI KALANGAN KOMUNITAS. *EJournal Ilmu Komunikasi*, 3(2), 224–242.
- Halim, F., & Prasetya, M. Y. (2022). *Ranking 153 Dunia, Telkom Satu-satunya Perusahaan RI di Forbes 2022 World's Best Employer*.

<https://www.viva.co.id/berita/bisnis/1541814-ranking-153-dunia-telkom-satu-satunya-perusahaan-ri-di-forbes-2022-world-s-best-employer>

- Harahap, N. (2020). *PENELITIAN KUALITATIF* (1st ed., Vol. 1). Wal Ashri Publishing.
- Indrawan, R., & Yaniawati, P. (2014). *Metodologi Penelitian Kuantitatif, Kualitatif, dan Campuran untuk Manajemen, Pembangunan, dan Pendidikan* (1st ed.). PT Refika Aditama.
- Juaneda-Ayensa, E., Mosquera, A., & Murillo, Y. S. (2016). Omnichannel customer behavior: Key drivers of technology acceptance and use and their effects on purchase intention. *Frontiers in Psychology*, 7(JUL).
<https://doi.org/10.3389/fpsyg.2016.01117>
- Kriyantono, R. (2009). *Teknik Praktis Riset Komunikasi* (1st ed., Vol. 4). Kencana.
- Kucherov, D., & Zhiltsova, E. (2021). Social Media in Employer Branding in FMCG in Russia: Millennials' Perspective. *Journal of East-West Business*, 27(2), 160–183. <https://doi.org/10.1080/10669868.2020.1862383>
- Kushwaha, B. P., Singh, R. K., Varghese, N., & Singh, V. N. (2020). Integrating social media and digital media as new elements of integrated marketing communication for creating. *Journal of Content, Community and Communication*, 10(6), 52–64. <https://doi.org/10.31620/JCCC.06.20/05>
- LinkedIn. (2022). *Top Companies 2022: 15 tempat kerja terbaik di Indonesia untuk mengembangkan karier Anda*. <https://www.linkedin.com/pulse/top-companies-2022-15-tempat-kerja-terbaik-di-indonesia/>
- Melewar, T. C., Foroudi, P., Gupta, S., Kitchen, P. J., & Foroudi, M. M. (2017). Integrating identity, strategy and communications for trust, loyalty and commitment. *European Journal of Marketing*, 51(3), 572–604.
<https://doi.org/10.1108/EJM-08-2015-0616>
- Moloeng, L. J. (2011). *Metodologi Penelitian Kualitatif* (29th ed.). PT Remaja Rosdakarya.
- Muslim. (2016). VARIAN-VARIAN PARADIGMA, PENDEKATAN, METODE, DAN JENIS PENELITIAN DALAM ILMU KOMUNIKASI. *Media Bahasa, Sastra, Dan Budaya Wahana*, 1(10).
<https://doi.org/10.33751/wahana.v1i10.654>
- Pološki Vokić, N., Tkalac Verčič, A., & Sinčić Ćorić, D. (2022). Strategic internal communication for effective internal employer branding. *Baltic Journal of Management*. <https://doi.org/10.1108/BJM-02-2022-0070>
- Purbasari, R., & Arinawati, L. (2021). Analisis Employer Brand pada PT. Telekomunikasi Indonesia, Tbk Witel Bandung (Studi pada Karyawan Generasi Millennials). *Jurnal Bisnis & Kewirausahaan*, 17(1), 52–62.

- Radhinda, P. A. (2020). Penerapan Proses Employer Branding pada Perusahaan E-commerce (Studi Kasus pada Shopee Indonesia). In *Journal of Southeast Asian Communication* (Vol. 1).
- Rahmadi. (2011). *PENGANTAR METODOLOGI PENELITIAN* (Vol. 1).
- Reinold, T., & Tropp, J. (2012). Integrated marketing communications: How can we measure its effectiveness? *Journal of Marketing Communications*, 18(2), 113–132. <https://doi.org/10.1080/13527266.2010.489334>
- Rosenbaum, E. (2021, September 3). *Pandemic unemployment benefits are ending, but for big companies, labor shortage worries aren't*. CNBC.
- Saini, G. K., Gopal, A., & Kumari, N. (2015). Employer Brand and Job Application: Decisions Insights from the Best Employers. *Business Management & Human Resource*, 40(1 & 2), 34–51.
- Salim, & Syahrin. (2012). *Metodologi Penelitian Kualitatif* (Vol. 5). Citapustaka Media.
- Smith, B. G., & Knighton, D. (2018). Integrated Communication. In *The International Encyclopedia of Strategic Communication* (pp. 1–8). Wiley. <https://doi.org/10.1002/9781119010722.iesc0088>
- Smith, B. G., & Place, K. R. (2013). Integrating Power? Evaluating Public Relations Influence in an Integrated Communication Structure. In *Journal of Public Relations Research* (Vol. 25, Issue 2, pp. 168–187). <https://doi.org/10.1080/1062726X.2013.758585>
- Sugiyono. (2013a). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Vol. 19). Penerbit Alfabeta.
- Sugiyono. (2013b). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Vol. 19). Penerbit Alfabeta.
- Syarifah, S. I. (2022). DIMENSI EMPLOYER BRANDING PADA KONTEN DI HALAMAN LINKEDIN. *Jurnal Ekonomi Efektif*, 5(1). <https://dx.doi.org/10.32493/JEE.v5i1.23950>
- Tanwar, K., & Prasad, A. (2016). The effect of employer brand dimensions on job satisfaction: gender as a moderator. *Management Decision*, 54(4), 854–886. <https://doi.org/10.1108/MD-08-2015-0343>
- Tenakwah, E. S. (2021). What do employees want? Halting record-setting turnovers globally. *Strategic HR Review*, 20(6), 206–210. <https://doi.org/10.1108/shr-08-2021-0040>
- Tkalac Verčič, A. (2021). The impact of employee engagement, organisational support and employer branding on internal communication satisfaction. *Public Relations Review*, 47(1). <https://doi.org/10.1016/j.pubrev.2021.102009>
- Wijaya, C. N., Mustika, M. D., Bulut, S., & Bukhori, B. (2023). The power of e-recruitment and employer branding on Indonesian millennials' intention to

apply for a job. *Frontiers in Psychology*, 13.
<https://doi.org/10.3389/fpsyg.2022.1062525>

Wolf, M., Sims, J., & Yang, H. (2018). *Social Media? What Social Media?* (Vol. 3).
<https://aisel.aisnet.org/ukais2018/3>

Yin, R. K. (2005). *Studi Kasus: Desain dan Metode*. PT RajaGrafindo Persada.