

ABSTRACT

Currently, job vacancies can be obtained through websites or job seeker vacancies applications. From the existing job vacancies applications or websites, they display general job vacancies, none of which are specifically for the frontliner profession such as live host, usher, costumer service, usher, receptionist, event/wedding organizer crew, waiter, cashier, concierge, and also front desk officer. As many as 46% of job applicants get information about job vacancies as frontliners through word of mouth and 61% of job applicants in the frontliner field have difficulty getting information about job vacancies in this field. This study aims to design a prototype of a job vacancy website in the frontliner field. The data collection process was carried out by conducting interviews with HRD and job applicants related to the frontliner field of work, questionnaires, and literature studies. The data obtained were then analyzed by analyzing interview data, analyzing questionnaire data, and analyzing visual comparison matrices. From these data, a design was carried out using the Design Thinking method. By carrying out this design, it is hoped that it will make it easier for job applicants to get information about job vacancies in the frontliner field and HRD in choosing job applicants who are qualified or not.

Keywords: HRD, Job Applicants, Job Vacancies, Website, frontliner