

Abstract

The Telkom Education Foundation is a foundation that carries the One Pipe Education System (OPES) concept and is spread throughout Indonesia. The Telkom Education Foundation has various educational institutions at various levels, namely Early Childhood Education (PAUD), Elementary School (SD), Middle School (SMP), High School (SMA), Vocational High School (SMK) and College. Teachers or teaching staff are the main business drivers of the Telkom Education Foundation, but currently the teacher fulfillment process is experiencing problems because teacher recruitment in order to fulfill the teacher ratio is affected by the PPPK (Government Employees with Work Agreement) program implemented by the government. In terms of employee recruitment, a company must have a good communication strategy so that the company can face similar obstacles that occur. The Telkom Education Foundation does not yet have a good corporate image in this case (employer branding) so the company's competitiveness in the market is still low. This research aims to find out how communication strategies are formulated and evaluated in employee recruitment at the Telkom Education Foundation. This research uses a descriptive qualitative approach with a constructivism paradigm. This type of research uses case studies because this approach helps to dig up information in more depth by relying on the results of observations and interviews.

Keywords: Communication Strategy, Recruitment, Employee, Foundation