

## ABSTRAK

### **PENGARUH *EMPLOYER BRANDING* PADA AKUN INSTAGRAM @KAMI.UNILEVER TERHADAP *BRAND IMAGE* PT UNILEVER INDONESIA (STUDI PADA KARYAWAN PT UNILEVER INDONESIA)**

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Perkembangan teknologi digital dan media sosial telah mengubah cara perusahaan dalam membangun komunikasi dengan publik, termasuk dalam membentuk citra sebagai pemberi kerja. Employer branding menjadi strategi penting yang digunakan perusahaan untuk menarik, mempertahankan, dan mengembangkan sumber daya manusia yang berkualitas. Instagram sebagai platform media sosial berbasis visual memiliki peran strategis dalam menyampaikan nilai perusahaan, budaya kerja, serta informasi karier secara efektif. Penelitian ini bertujuan untuk menganalisis pengaruh employer branding pada akun Instagram @kami.unilever terhadap brand image PT Unilever Indonesia. Metode penelitian menggunakan pendekatan kuantitatif dengan teknik survei terhadap karyawan PT Unilever Indonesia. Instrumen penelitian diuji melalui uji validitas dan reliabilitas, kemudian dianalisis menggunakan regresi linier sederhana. Hasil penelitian menunjukkan bahwa employer branding memiliki pengaruh positif dan signifikan sebesar 28,5% terhadap brand image. Hal ini menunjukkan bahwa semakin efektif strategi employer branding yang dilakukan melalui media sosial, maka semakin kuat citra positif perusahaan yang terbentuk di kalangan karyawan. Penelitian ini menegaskan pentingnya pemanfaatan media sosial sebagai sarana komunikasi strategis dalam membangun reputasi perusahaan di era digital.

**Kata kunci:** *Employer Branding*, Instagram, *Brand image*, Media sosial, Unilever

## **ABSTRACT**

### **THE INFLUENCE OF EMPLOYER BRANDING ON THE INSTAGRAM ACCOUNT @KAMI.UNILEVER ON THE BRAND IMAGE OF PT UNILEVER INDONESIA (A STUDY OF PT UNILEVER INDONESIA EMPLOYEES)**

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*The rapid development of digital technology and social media has transformed how companies communicate with the public, including in building their image as employers. Employer branding has become an important strategy used by companies to attract, retain, and develop qualified human resources. Instagram, as a visual-based social media platform, plays a strategic role in conveying company values, work culture, and career information effectively. This study aims to analyze the influence of employer branding on the Instagram account @kami.unilever on the brand image of PT Unilever Indonesia. The research method uses a quantitative approach with a survey technique involving employees of PT Unilever Indonesia. The research instrument was tested through validity and reliability tests, then analyzed using simple linear regression. The results show that employer branding has a positive and significant effect influence of 28.5% on brand image. This indicates that the more effective the employer branding strategy implemented through social media, the stronger the positive company image formed among employees. This study confirms the importance of utilizing social media as a strategic communication tool in building corporate reputation in the digital era.*

**Keywords:** *Employer Branding, Instagram, Brand mage, Social Media, Unilever*