

UNDERGRADUATE THESIS

**THE ANALYSIS OF EMPLOYEE RECRUITMENT
EFFICIENCY THROUGH SOCIAL MEDIA
AT LV8 RESORT HOTEL**



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POLITEKNIK NEGERI BALI
BADUNG
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UNDERGRADUATE THESIS

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This undergraduate thesis is submitted as one of the requirements to earn an Applied Bachelor's Degree in Tourism Business Management Study Program in Politeknik Negeri Bali



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THE ANALYSIS OF EMPLOYEE RECRUITMENT EFFICIENCY THROUGH SOCIAL MEDIA AT LV8 RESORT HOTEL

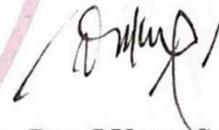
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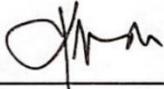
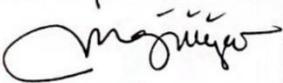
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LETTER OF FREE PLAGIARISM STATEMENT

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true, free from plagiarism. If this statement is proven to be untrue, I am willing to accept the sanctions according to the applicable provisions.

Thus, I hereby create this statement letter to be used as intended.

Badung, 26th July 2023



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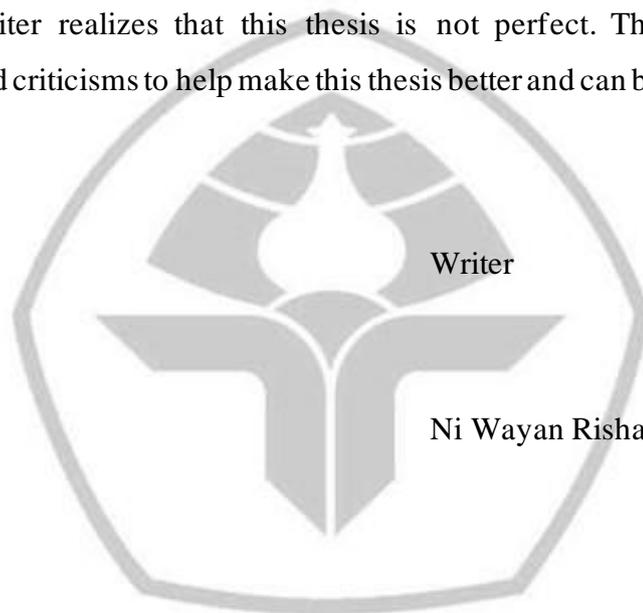
First and foremost, thanks to God Almighty (Ida Sang Hyang Widhi Wasa) because of His blessing the writer was able to complete a thesis with the title "The Analysis of Employee Recruitment Efficiency Through Social Media at Lv8 Resort Hotel". This thesis is one of the requirements for the writer an applied bachelor's degree in the D4 Tourism Business Management study program, Tourism Department at the Politeknik Negeri Bali.

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The writer realizes that this thesis is not perfect. The writer expects suggestions and criticisms to help make this thesis better and can be useful for many people.



Ni Wayan Risha Ade Swari

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ABSTRACT

Ade Swari, Ni Wayan Risha. (2023). *The Analysis of Employee Recruitment Efficiency Through Social Media* at Lv8 Resort Hotel. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Ni Nyoman Sri Astuti, SST.Par., M.Par., and Supervisor II: Dr. Drs. I Ketut Sutarna, M.A.

Keywords: efficiency, employee recruitment, social media

This study aims to explore the process of employee recruitment through social media at Lv8 Resort Hotel and also to analyze employee recruitment efficiency through social media at Lv8 Resort Hotel. Data collecting techniques used are observation, interviews, documentation, and literature study. The data analysis technique used is qualitative. The results of this research, namely the recruitment process through social media at Lv8 Resort Hotel is not much different from other media-based recruitment processes, starting from identifying vacant positions and how many workers are needed, finding job information through job analysis, determining candidate sources, choosing recruitment methods and finally, calling candidates who meet job requirements. The recruitment process carried out involved stages that were well-planned and structured according to theory. In the use of social media in recruiting employees, Instagram and LinkedIn are equally efficient in recruiting candidates at Lv8 Resort Hotel. Instagram and LinkedIn reach different candidates. Instagram is more suitable for entry-level and operational, while LinkedIn is suitable for supervisor - managerial level. Suggestions that can be given are to increase the use of social media, such as using a paid account for LinkedIn and Instagram, to pay attention and make rules to the dissemination of job vacancy information by accounts that do not have cooperation and this research can be developed further because there has not been much discussed in the field of hospitality.

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ABSTRAK

Ade Swari, Ni Wayan Risha. (2023). *Analisis Efisiensi Rekrutmen Karyawan Melalui Media Sosial di Lv8 Resort Hotel*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Ni Nyoman Sri Astuti, SST.Par., M.Par., dan Pembimbing II: Dr. Drs. I Ketut Utama, M.A.

Kata kunci: efisiensi, rekrutmen karyawan, media sosial

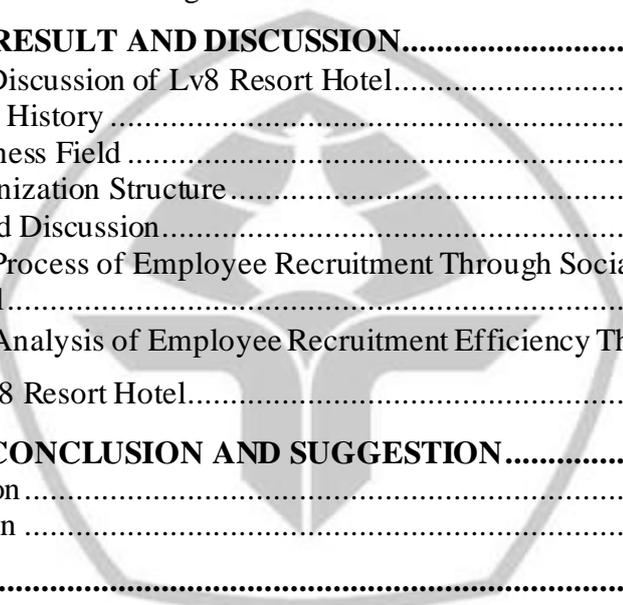
Penelitian ini bertujuan untuk mengeksplorasi proses rekrutmen karyawan melalui media sosial di Lv8 Resort Hotel dan juga untuk menganalisis efisiensi rekrutmen karyawan melalui media sosial di Lv8 Resort Hotel. Teknik pengumpulan data yang digunakan adalah observasi, interview, dokumentasi dan studi literatur. Teknik analisis data yang digunakan adalah kualitatif. Hasil dari penelitian, yaitu proses rekrutmen melalui media sosial di Lv8 Resort Hotel tidak jauh berbeda dengan proses rekrutmen berbasis media lainnya, dimulai dari mengidentifikasi posisi kosong dan berapa banyak tenaga kerja yang dibutuhkan, mencari informasi pekerjaan melalui analisis jabatan, menentukan sumber kandidat, memilih metode rekrutmen dan memanggil kandidat yang memenuhi persyaratan pekerjaan. Proses rekrutmen yang dilakukan telah melibatkan tahapan yang direncanakan dengan baik dan terstruktur sesuai dengan teori. Dalam penggunaan media sosial dalam merekrut karyawan, Instagram dan LinkedIn sama-sama efisien dalam merekrut kandidat di Lv8 Resort Hotel. Instagram dan LinkedIn menjangkau kandidat yang berbeda. Instagram lebih cocok untuk entry-level dan operasional, sedangkan LinkedIn cocok untuk supervisor-level hingga manajerial. Saran yang dapat diberikan adalah memperbanyak penggunaan media sosial seperti menggunakan akun berbayar untuk LinkedIn dan Instagram, memperhatikan dan membuat aturan terhadap penyebaran informasi lowongan kerja oleh akun yang tidak memiliki kerjasama dan penelitian ini dapat dikembangkan lebih lanjut karena belum banyak dibahas di bidang perhotelan.

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CHAPTER I

INTRODUCTION

1.1 Background

Human resources are an important factor in the running of a hotel. A Lack of manpower can cause a hotel to be unable to achieve its goals. The recruitment process is important in human resource management. This activity is carried out by the hotel to obtain the best human resources for open positions by the qualifications needed by the hotel (Husna et al., 2021).

Recruitment is defined as the process of obtaining prospective employees who match the qualifications and needs of a company (Mardianto, 2014). The recruitment process must be carried out as optimally as possible because, in the long run, it can determine the success of the hotel, so it must be carried out as optimally as possible to obtain quality human resources (Dharmawan et al., 2018). In addition to recruitment being the first important thing in human resource management, a good management model is also needed to mobilize and manage human resources so that they can grow better, efficiently, and effectively according to the real needs of hotels and organizations (Husna et al., 2021).

Efficiency relates to the relationship between the inputs of resources (labor, capital, or equipment) and output (number of incoming vacancies, number of candidates accepted) (Palmer & Torgerson, 1999). Efficient refers to the accuracy of the way resources do things without wasting effort, cost, and time, while effective refers more to the result, effect, or target. Something that is said to be effective is

not necessarily efficient, and vice versa. Something that is said to be efficient is not necessarily effective. The implementation of recruitment is one of the things that must be done efficiently to be able to minimize the time and effort of the hotel while still aiming to get qualified employees or human resources. (Dharmawan et al., 2018).

Recruitment efficiency is attracting many potential applicants to apply to the company using minimal capital such as time. The more it saves the use of time, the process can be said to be efficient. The hospitality industry has implemented many new methods in the employee recruitment process, one of which is using social media or also known as e-recruitment (Husna et al., 2021). The application of social media can provide time and effort efficiency in recruitment activities (Putra & Fahamsyah, 2021).

Social media (such as Instagram and LinkedIn) is a relatively new online tool for recruiting not only the general population but also certain population groups (Frandsen et al., 2014). Social media is a tool or method used by consumers to share information in the form of text, images, audio, and video with others and businesses or vice versa (Kotler & Keller, 2016). Social media is an accepted platform that can save time and money if used with the right guidelines to avoid difficulties (Hosain et al., 2020). The average time everyone spends on social media is increasing year by year (Anwar, 2017). Online media such as social media is currently a very important tool in disseminating information because the internet is closely related to daily life now, especially now in the era of technological development, everyone has their own devices that are actively connected to social media, so the

dissemination of information becomes very easy for the public. The use of social media in recruitment provides many advantages, one of which is the selection of effective and efficient employees (Mirji & Gupta, 2014).

Lv8 Resort Hotel is one of the 5-star hotels located in Canggu area, which is under the management of PT Bali Utama Cakrawala. Lv8 Resort Hotel provides the best products, services, and continuous innovation in the industry. The increasing use of social media from year to year, makes Lv8 Resort Hotel also use social media as a medium to help recruitment. Using social media, it is hoped that it can help the recruitment process run efficiently. Social media used in the recruitment process include Instagram and LinkedIn. The use of social media is faster to process compared to bringing job applications directly to the hotel. If bring job application directly to the hotel, it will be received and collected by the security first, then it will be given to the human capital team in the hotel. After that, the human capital team in the hotel will send that job application to the human capital team in the corporate, that's because the talent acquisition team is in the corporate. With that, those who bring job applications directly to the hotel will through several additional stages before the job application is accepted by the talent acquisition team in the corporate, different from those who send job applications via social media, they do not have any additional steps, because the job application has been received directly by the talent acquisition team at the corporate. All types of recruitment at Lv8 Resort Hotel are handled by the talent acquisition team in the corporate, from psychological tests to interviews with users. If it passes all stages, a personnel action form will be created which involves some department heads for approval. With that,

because the talent acquisition team is in the corporate, the file created will be asked for approval first to the head department at Lv8 Resort Hotel and then back to the corporate for the agreement of other department heads such as the human capital manager and general manager who are often mobile between Lv8 Resort Hotel and Corporate.

Based on this background, the author took a study entitled "The Analysis of Employee Recruitment Efficiency Through Social Media at Lv8 Resort Hotel". Until now, no research has been conducted regarding the analysis of employee recruitment efficiency through social media at Lv8 Resort Hotel. Therefore, it is very interesting to find out how the employee recruitment efficiency through social media at Lv8 Resort Hotel is through a study.

1.2 Problems Identification

From the research background above, the problem identification of this research is as follows:

1. How is the process of employee recruitment through social media at Lv8 Resort Hotel?
2. How is the analysis of employee recruitment efficiency through social media at Lv8 Resort Hotel?

1.3 Purpose of the Research

Based on the problem identification above, the objectives of this study are as follows:

1. To explore the process of employee recruitment through social media at Lv8 Resort Hotel.
2. To analyze employee recruitment efficiency through social media at Lv8 Resort Hotel.

1.4 Research Benefits

In this research conducted, it has theoretical and practical benefits, namely as follows:

1.4.1 Theoretical Benefits

In theoretical benefits, it is hoped that it can be used as a support and enhancer in knowledge and information, especially related to social media in producing employee recruitment efficiency.

1.4.2 Practical Benefits

1. For the Company

The benefits of this research for Lv8 Resort Hotel, especially in the Human Capital department, are expected to help provide information, input and can also be a reference in seeing how employee recruitment efficiency through social media.

2. For the Politeknik Negeri Bali

The benefits of this research for the Politeknik Negeri Bali, namely being able to provide information and additions in reading references for students of Politeknik Negeri Bali and especially for those who want to know more about analysis of employee recruitment efficiency through social media.

3. For Writers

And the benefits of this research for the writer, namely certainly to add information and knowledge about employee recruitment efficiency through social media and also see how the theory compares to the real world of industry.

1.5 Limitations and Scope of Problems

The scope and limitations of the research include the assumptions used in the research and also the limitations of the problem. This research will be limited to the human capital section and the limitations and scope of the research will only focus on recruitment efficiency and social media. To see the efficiency of employee recruitment through social media, researchers look at how long it takes for a recruitment process. The recruitment process or stage uses the following concepts, namely: identifying vacant positions and how many workers are needed, seeking information on job vacancies through job analysis, determining the right candidate sources, choosing the most appropriate recruitment method for the position, and calling candidates who meet job requirements. Social media will focus on using Instagram and also LinkedIn.

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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the explanation previously described, the following conclusions can be drawn:

1. The recruitment process at Lv8 Resort Hotel is handled by the corporate, even so, the recruitment process is still the same. The recruitment process carried out by Lv8 Resort Hotel begins with identifying vacant positions and manpower needs through the acceptance of employee request forms from departments. The employee request form is then checked with manpower planning, which is a manpower requirement plan made by each unit every year. The next stage is a job analysis to find position information and determine the required qualification requirements. The next stage determines the right candidate through two sources, namely internal (including promotion and mutation) and external (based on the method chosen in recruitment). Then, the selection of recruitment methods. As for the method used, it is the open method, where all job vacancies are posted publicly. One of them is using social media (Instagram and LinkedIn). The last step in recruitment is the calling of candidates who meet the requirements. Lv8 Resort Hotel will conduct a screening process first to ensure applicants match the required qualifications. Applicants who pass the screening will be contacted to proceed to the next selection process. Overall, the recruitment process carried out by Lv8 Resort

Hotel involves planned and structured steps. This helps the hotel in obtaining a workforce that suits its operational needs. Duration in the recruitment process is important to ensure efficiency and avoid time wasted more than planned.

2. The use of social media Instagram and LinkedIn are equally efficient in recruiting candidates. On social media Instagram for time to fill and time to hire, which is the same 2 weeks. As for LinkedIn, the time to fill and time to hire is also the same, which is in 2 weeks to 1 month for 1 position. It could be a job vacancy posted today, candidates also apply today. The average time for time to fill is 28 to 60 days, while the average time for time to hire is 42 days. But even so, what makes the difference is for Instagram is more suitable for entry-level and operational, while LinkedIn at the supervisor to managerial level, because LinkedIn is more professional.

5.2 Suggestion

From the research results that have been obtained, the suggestions that can be given are as follows:

1. Increasing the use of social media, such as using a paid account for LinkedIn & Instagram. That way, maybe later can find more optimal candidates.
2. For Instagram accounts that do not have cooperation, it maybe can pay attention and make rules. So that, the spread of job vacancy information is not wrong or has been for a long time.
3. This research can be developed further and can be seen from the side of other recruitment methods or also from the side of job seekers. In addition, it is also

because not much has been discussed about this research in the hospitality sector.



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