

ABSTRACT

Sekisui Kasei is a B2B company, where they supplied factories with the raw materials needed to create their plastic-based products. Sekisui Kasei is having both good product quality and noble intention to create eco-friendly plastic materials. However, they faced a recruitment and existence on social media problem that makes it difficult for them to gain talents in the Twente area. The aim of this paper is to create an employer branding solution that Sekisui Kasei can use to gain talents in the Twente area. Employer branding is a fusion between marketing and human resource practices, where the marketing acts as a mean to create awareness and attractiveness towards an employer and human resource as a recruitment tool. The first action took was trying to find a match between what Sekisui Kasei an employer can offer to students and what students expected from Sekisui Kasei as an employer. This was done by identifying the five values that are present in Sekisui Kasei, by conducting an interview with the managing director. Then, a questionnaire was created to know whether they aspire to receive the five values that was identified. To provide accurate and verified information, an interview with a senior recruiter was also conducted. The senior recruiter was able to give detail information regarding what the current workforce aspires from an employer, and their social media usage. The initial desk research suggested that it is important for employers to possess the five values to attract applicants to work with them. It is also suggested that employers should utilize social media to execute their employer branding campaign. The benefits that employers could harness from social media is the ability to spread information quickly and inclusivity for everyone to utilize it. At the end of the research process, it was found that the respondent of the questionnaire aspires to have the values that Sekisui Kasei can offer, and it is supported with the statements that were given by the senior recruiter. It was also found that LinkedIn is the most used social media for recruitment, while most of the respondents stated that they utilize Instagram the most. There was a gap between where the recruitment occurs and where students exist. Sekisui Kasei could utilize Cross-Channel marketing to move the audience from Instagram to LinkedIn, so that the students could meet their recruiter. The Cross-Channel would be aided with contents regarding what Sekisui Kasei could offer to the students. The contents ranges from pictures, infographic, and captions. At the end, the KPI was also given to measure the success of the employer branding campaign.

Keywords: employer branding, social media, brand awareness