

ABSTRACT

Wazza Design is a startup consulting company that operates their business in the field of marketing and web design. The company are having partnership with other businesses or known as B2B. Moreover, Wazza Design is a new and young start-up business with less than a year of experience. Currently, the company has a limited amount of capable and qualified personnel in their organization. Therefore, to grow as a business and as an organization, Wazza Design is in dire need of capable talents that would help them. Apart from the current action done by Wazza Design, the company is still looking forward to adding more talents with various backgrounds of education and experience which could be used to improve Wazza Design's performance and stimulate growth.

In order to attract the potential student talents, the researcher conducted research regarding the strategies that could be implemented by Wazza Design. This report consists of External analysis, which are demography of the potential talent, preferred channel used by the students, the students demand in the Netherlands for company. Moreover, Internal analysis consists of organizational structure, talent acquisition budget, social media marketing strategies, talent acquisition strategies and competitive advantage.

In writing this advisory report, the method that was used was the qualitative method. Primary data was obtained by spreading the questionnaire and conducting interviews with the students of the Netherlands. As for the Secondary data, it was obtained from reliable sources such as research with similar discussion such as journals, textbooks and theories and credible statistics obtained from Statista.com. Based on the research, the student talents in the Netherlands are using social media platforms to find a job. Therefore 2 strategic recommendations have been created; Optimizing Wazza Design's Social Media Profile and Using Employer Branding Strategies to Build the reputation of Wazza Design.

Keywords: Marketing, Media, Social, Talent