

ABSTRAK

Indonesia sedang menghadapi bonus demografi dengan dominasi penduduk usia produktif, namun masih diikuti tingginya tingkat pengangguran pada kelompok usia muda. Di sisi lain, perkembangan teknologi digital dan perubahan pola kerja telah mengubah preferensi Generasi Z dalam memilih pekerjaan. Generasi Z tidak hanya mempertimbangkan gaji, tetapi juga fleksibilitas kerja, citra perusahaan, dan kemudahan memperoleh informasi melalui media sosial. Penelitian ini bertujuan menganalisis pengaruh *Flexible Working Hours* (FWH), *Employer Branding*, dan *Social Media* terhadap Minat Melamar Kerja pada Generasi Z di Indonesia. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 480 responden yang dipilih menggunakan teknik *stratified sampling*. Data dikumpulkan melalui kuesioner daring dan dianalisis menggunakan *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan bantuan SmartPLS 4. Hasil penelitian menunjukkan bahwa *Flexible Working Hours*, *Employer Branding*, dan *Social Media* berpengaruh positif dan signifikan terhadap Minat Melamar Kerja pada Generasi Z di Indonesia. Ketiga variabel tersebut secara simultan mampu menjelaskan variasi Minat Melamar Kerja sebesar 37,5%, sedangkan sisanya dipengaruhi faktor lain di luar model penelitian. Temuan ini menunjukkan bahwa perusahaan perlu mengoptimalkan fleksibilitas kerja, membangun employer branding yang kuat, dan memanfaatkan media sosial sebagai strategi untuk menarik minat Generasi Z melamar pekerjaan.

Kata Kunci: *Flexible Working Hours*, *Employer Branding*, *Social Media*, Minat Melamar Kerja, Generasi Z.

ABSTRACT

Indonesia is currently experiencing a demographic dividend, with a population dominated by people of working age, yet this is accompanied by high unemployment rates among young people. On the other hand, advances in digital technology and changes in work patterns have altered Generation Z's preferences when choosing a job. Generation Z considers not only salary but also work flexibility, corporate image, and the ease of accessing information through social media. This study aims to analyze the influence of Flexible Working Hours (FWH), Employer Branding, and Social Media on Generation Z's Interest in Applying for Jobs in Indonesia. The study employs a quantitative approach using a survey method involving 480 respondents selected via stratified sampling. Data were collected via an online questionnaire and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4. The results indicate that Flexible Working Hours, Employer Branding, and Social Media have a positive and significant effect on Job Application Interest among Generation Z in Indonesia. These three variables collectively explain 37.5% of the variation in interest in applying for jobs, while the remainder is influenced by other factors outside the research model. These findings suggest that companies need to optimize work flexibility, build strong employer branding, and leverage social media as strategies to attract Generation Z to apply for jobs.

Keywords: *Flexible Working Hours, Employer Branding, Social Media, Job Application Intentions, Generation Z.*