

ANALISIS PEREKRUTAN KARYAWAN BARU PADA HEAD OFFICE PT COBRA DENTAL INDONESIA YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis perekrutan karyawan baru pada *Head Office* PT Cobra Dental Indonesia Yogyakarta dengan metode penelitian wawancara terstruktur. Penelitian ini menggunakan metode kualitatif deskriptif. Data primer pada penelitian ini berupa jawaban responden. Responden pada penelitian ini sebanyak tiga responden yaitu *HRPA*, *Head SPI*, dan *Head of Tax Head Office* PT Cobra Dental Indonesia. Berdasarkan hasil penelitian proses perekrutan karyawan yang dilakukan *Head Office* PT Cobra Dental Indonesia kurang maksimal. Hal itu disebabkan perusahaan kesulitan mencari calon karyawan yang sesuai dengan bidang atau kualifikasi yang dibutuhkan perusahaan serta keterbatasan jumlah pelamar pada suatu posisi.

Kata Kunci: *Analisis Perekrutan Karyawan, Sistem Perekrutan*

 13/10 '23

**AN ANALYSIS OF NEW EMPLOYEE RECRUITMENT AT HEAD OFFICE
PT COBRA DENTAL INDONESIA YOGYAKARTA**

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Abstract

This study aims to analyze the recruitment of new employees at the Head Office of PT Cobra Dental Indonesia Yogyakarta with a structured interview research method. This research uses descriptive qualitative method. The primary data in this study is in the form of respondents' answers. Respondents in this study were three respondents, namely HRPA, Head of SPI, and Head of Tax Head Office of PT Cobra Dental Indonesia. Based on research results, the employee recruitment process conducted by the Head Office of PT Cobra Dental Indonesia is not optimal. This is because companies have difficulty finding prospective employees who are in accordance with the fields or qualifications needed by the company and the limited number of applicants for a position.

Keywords: *Employee Recruitment Analysis, Recruitment System*