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NEW MEDIA AND RECRUITMENT

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Abstract

The purpose of this article is to give an overview of how recruitment process as in part of human resource management shifts, from traditionally paper use to digital. This article delivers knowledge on how new media plays important role in the organization, especially in terms of human resource management. Recruitment is one of human resource management activity, and along with that, it will be followed by a selection. However, by using new media and in this case, is through social media networks, a corporation or an organization will saves time and reach more potential talented.

Keywords: new, media, recruitment, social, media

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Introduction

If we talked about recruitment, then we would need to understand what lies behind the word of recruitment. recruitment is the process through which the organization seeks applicants for potential employment, and as a process it would be followed by selection (Noe, Hollenbeck, Gerhart, & Wright, 2016), that according to Noe et al (2016) is the process by which the organization attempts to identify applicants with the necessary knowledge, skills, abilities and other characteristics that will help the organization achieve its goals. Therefore, it can be concluded, that organization will receive "benefit" if successful in finding the right employee through recruitment and selection process since the right employee will bring their knowledge, skills, and abilities (or others) that beneficial for organization's goal.

It is the labor force. Labor force, according to Mathis and Jackson may be defined as a group of external supply where the organization would find and use it to get their employee (Mathis & Jackson, 2006). According to Mathis et al (2006) the components of the labor force, in a wider sense, we may call it as labor force population. However, in order

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to understand where exactly recruitment may be done, sources of information from existing employees might be considered as Words of Mouth (WOM). In a classic way, recruitment strategies might be done by using newspaper's ad, College or University's news board, Words of Mouth (WOM). Although these strategies can be considered a classic, it is still used during nowadays.

Human resource management (HRM) is designed management systems to ensure that human talent is used effectively and efficiently to accomplish organizational goals (Mathis and Jackson, 2008). Therefore, HRM has a role of administrative that is oriented to process data's and record keeping of talents. However, according to Mathis and Jackson (2008), there is a shift driving the transformation of an administrative role, they are the use of technology and outsourcing. Why technology? According to the same source, technology has transform HR, in order to improve the administrative efficiency of HR and the responsiveness of HR, to fulfill the need for employees and managers. That is what more HR functions are becoming available electronically or are being done on the Internet. The benefit of using the Internet, are reducing the amount of HR administrative time and staff that needed for positions.

In an article published in Information Week on 2007, titled *New Media Strategies at Work*, mentioned that businesses incorporating rich media applications, includes: recruitment, marketing communication, internal communication, business interaction, training and customer instruction (Information Week, 2007). Companies are using new technology for internal communication (Tansiri, 2007). What comes interesting according to InformationWeek (2007), is that business through their Human Resource Department use sites as we all know today, such as Facebook, MySpace, and LinkedIn. The objective here is to identify what they think might describe potentiality of employees and advertise for prospects.

People or human resource nowadays is treated as part of the capital assets of the firm, that is why we have to define the word of human resource. The Human Resources Glossary (Tracey, 2004) defines Human Resources as "the people that staff and operate an organization"; and human Resources is also the organizational function that deals with the people and issues related to people such as compensation, hiring, performance management, and training. Tracey (2004) conclude that a Human Resource is a single person or employee within an organization. Human Resource management, itself is a body of knowledge and a set of practices that define the nature of work and regulate the employment relations., therefore they cover five functional

areas, as follows: 1) staffing, 2) rewards, the objective is to design and administer the reward system, 3) employee development, 4) employee maintenance, 5) employment relations (Mathis and Jackson, 2008).

Lister, Dovey, Giddings, Grant dan Kelly (2009) noted there are some main terms in discourses about new media, as follows, digital, interactive, hypertextual, virtual, networked and simulated.

Moreover, new media, according to Lister et al (2009) refers to the following 1) new textual experiences, meaning the new kinds of genre and textual form, entertainment, pleasure and patterns of media consumption (computer games, simulations, special effects cinema), 2) new way of representing the world, meaning the media which, in ways that are not always clearly defined, offer new representational possibilities and experiences (immersive virtual environments, screen based interactive multimedia), 3) new relationships between subjects (users and consumers) and media technologies, meaning that the changes in the use and reception of image and communication media in everyday life and in the meaning that are invested in media technologies, 4) new experiences of the relations between embodiment, identity and community, meaning the shifts in the personal and social experience of time, space, and place (on both local and global scales) which have implications for the ways in which we experience ourselves and our place in the world, 5) new conceptions of the biological body's relationship to technological media, meaning that the challenges to received distinctions between the human and the artificial, nature and technology, body and media as technological prostheses, the real and the virtual, 6) new patterns of organization and production, meaning that the wider realignments and integrations in media culture, industry, economy, access, ownership, control and regulation. According to Beal (2018), a generic term for the many different forms of electronic communication that are made possible through the use of computer technology.

We understand that old media forms are known as follows, printed newspapers, magazines, brochures, or even posters; and new media are: websites, or anything that uses internet, or integrate between old media and internet data. The Social media, as new media, will ultimately change how HR recruits, and it is changing the entire talent marketplace. How would social media work as one of the recruitment options, Black (2010) mentioned that for a case like LinkedIn, Facebook and Twitter, those three well known social media have over that 535 million combined users, therefore there is a big opportunity for a company to find their new talent. However, there are top three social media networks that influential for job seeker even for an employer (Schawbel, 2012): 1)

LinkedIn, 2) Facebook, 3) Twitter. Further, although it seems to offer a bright new perspective, the using of social media networks may fall to potential risks. As quoted from Segal (2014) that employers, use social media networks when hiring, in fact for two ways, they are 1) to recruit candidates by publicizing job openings and 2) to conduct background checks to confirm a candidate's qualifications for a position. Therefore, it should be noted that both employer and talent future employee should aware that, social media networks have the limit in bringing the fact to readers, it might contain unnecessary information, as some people still treat social media as their "other side".

Which company trigger social media networks for recruitment. Tracing back some evidence, E & Y might be one of the well-known accounting firms who utilize it. Early 2006, Facebook introduced the first version, known now as "Brand Page" (Yewell, 2014). A Brand Page, that recently transforms to Facebook Business, is a page place in Facebook, technically attached to the personal profile, but it can be used to promote business, brand or cause (Cannon, 2017). During the year of 2007, there is a fact that Ernst & Young hires more than 5,500 college students and recent graduates a year for internships and entry-level career opportunities, as a start it happened in North America (Rothberg, 2007). Rothberg also stated that instead of leaving the old tradition of recruiting efforts such as on-campus recruiting, employee referrals and place an advertising on job boards and other media, E & Y paid an undisclosed fee for the use of social networking site and has a page on Facebook, exclusively for recruitment purposes. What has been gone through E & Y triggered the possibility of challenge recruitment through new media? However, further updates, there are many other organization/corporations that utilize social media, not just limited to Facebook in order to attract talent to drop their CV's in.

Conclusion

New media, one of which is the social media can be used as one of the options in the current era. Especially, since the development of information technology more quickly, and changes the behavior of people who are getting used to using social media. One of the social media that can be used is Facebook, though there are other social media that can be used by the company. That needs to be examined more got next on the next study is testing is the influence of the use of the new media on the outcome of labor recruitment.

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