

SELF-IMAGE RECRUITMENT DALAM MENCIPTAKAN KUALITAS KERJA KARYAWAN DI PT. INTRIAS MANDIRI SEJATI CABANG MANADO

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ABSTRAK

Tujuan penelitian ini adalah untuk mendeskripsikan peran *self-image recruitment* dalam menciptakan kualitas kerja karyawan serta faktor apa saja yang mempengaruhi kualitas kerja karyawan.

Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Dengan kriteria informan yaitu karyawan yang berpenampilan menarik berjumlah lima orang. Hasil penelitian menunjukkan bahwa *self-image recruitment* berperan penting dalam menciptakan kualitas kerja karyawan di PT. Intrias Mandiri Sejati Cabang Manado.

Self-image adalah konsep dimana organisasi memperhatikan *self-image* individu saat merekrut karyawan. Pentingnya hal ini adalah karena *self-image* yang positif dapat meningkatkan motivasi, kinerja, komitmen karyawan terhadap pekerjaan mereka. Ketika individu merasa cocok dengan nilai-nilai dan budaya perusahaan mereka cenderung bekerja dengan lebih efektif dan berkontribusi lebih baik terhadap tujuan organisasi. Dengan demikian, *self-image recruitment* membantu menciptakan kualitas kerja karyawan yang lebih tinggi

Kata Kunci : *Self-image*, *Recruitment*, Kualitas Kerja

SELF-IMAGE RECRUITMENT IN CREATING QUALITY OF EMPLOYEE WORK AT PT. INTRIAS MANDIRI SEJATI CABANG MANADO

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ABSTRACT

The purpose of this study is to describe the role of self-image recruitment in creating employee work quality and what factors influence employee work quality.

This study uses a qualitative descriptive method with data collection techniques using observation, interviews, and documentation. With the criteria for informants, namely employees who have an attractive appearance totaling five people. The results of the study show that self-image recruitment plays an important role in creating employee work quality at PT. Intrias Mandiri Sejati Manado Branch.

Self-image is a concept where organizations pay attention to individual self-image when recruiting employees. The importance of this is because a positive self-image can increase employee motivation, performance, and commitment to their work. When individuals feel a good fit with the values and culture of the company, they tend to work more effectively and contribute better to organizational goals. Thus, self-image recruitment helps create higher employee work quality.

Keywords : Self-image, Recruitment, and Work Quality.