



**OPTIMIZATION OF DIGITAL RECRUITMENT THROUGH JOBSTREET:
CASE STUDY AT PT. MEGA SMART PERSADA**

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Abstract

Information openness supported by internet access provides a new strategy for companies in conducting recruitment processes using online recruitment systems such as JobStreet. This research aims to analyse and explore the recruitment process, explore the obstacles and provide recommendations to improve the effectiveness of recruitment using JobStreet application. By using qualitative methods, data collection techniques are in-depth interviews, observation and document analysis. The results showed that PT Mega Smart Persada uses JobStreet in advertising job vacancies and finding the best candidates, but its use has not maximised the existing features. so it is recommended that the recruitment team maximise the job ad performance tracker and automatic screening features, as well as conduct training to the recruitment team so that the recruitment process is effective, efficient to get candidates that match the classification.

Keyword: Recruitment, E-Recruitment, JobStreet

Abstrak

Keterbukaan informasi yang didukung dengan akses internet memberikan strategi baru bagi perusahaan dalam melakukan proses perekrutan dengan menggunakan system rekrutmen online seperti JobStreet. Penelitian ini bertujuan untuk menganalisis dan mengeksplor proses rekrutmen, menggali kendala serta memberikan rekomendasi agar meningkatkan efektivitas rekrutmen menggunakan aplikasi JobStreet. Dengan menggunakan metode kualitatif, teknik pengumpulan data berupa wawancara mendalam, observasi dan analisis dokumen. Hasil penelitian menunjukkan bahwa PT. Mega Smart Persada menggunakan JobStreet dalam mengiklankan lowongan pekerjaan dan mencari kandidat terbaik, hanya saja penggunaannya belum memaksimalkan fitur yang ada. Sehingga disarankan tim rekrutmen memaksimalkan fitur job ad performa tracker dan screening otomatis, serta mengadakan pelatihan kepada tim rekrutmen agar proses rekrutmen efektif, efisien hingga mendapatkan kandidat yang sesuai dengan klasifikasi.

Kata Kunci: Rekrutmen, E-Recruitmen, JobStreet

I. INTRODUCTION

The use of information and communication technology today makes all the needs of various aspects become faster and easily accessible. With widespread accessibility,



information disclosure supported by internet access provides a new strategy for companies, especially the Human Resources Development team in carrying out the recipient process.

The process of meeting employee needs is now increasingly effective and efficient after transforming from traditional systems to online recruitment systems through online platforms (E-Recruitment). In the Kosasi (Yeyen, 2019) states that information technology in the form of online recruitment applications (E-Recruitment) is an application to attract prospective candidates for companies that are done online using internet media. (Ramadhan and Maulidyah, 2024) In their research explaining further an indicator of the effective recruitment process is the life of quality candidates without companies must sacrifice time and resources.

(Dealls, 2025) summarizes as many as 18 job seekers applications in Indonesia used by job seekers and recruiters to find and find jobs and workers' candidates including Dealls Jobs, LinkedIn, Jobstreet, Indedd Job Search, Glassdoor, Kalibrr, Kitalus, Smart Cake: Find Vacancies, Fiverr-Frelance Service, Freelancers: Hire & Fire Jobs, Jobsdb Job Search, Jora Jobs-Job, and Employment.

Of the various job vacancies applications available, the survey results conducted by Muhamad in (Databoks, 2023) show that 82% of Indonesian people use the most widely used jobstreet in finding work, followed by LinkedIn as much as 61% and three jobs.id as much as 33%.LinkedIn Global Talent Trends, reporting as many as 70% of global companies have switched to using the online platform for the recruitment and selection process.

Many companies have now abandoned the traditional recruitment process because the time and resources in the recruitment process are relatively longer and more expensive. According to research conducted (Muamar and Nur, 2023) explained that if there was nepotism, manually recruitment, unprenting targets, use of inappropriate methods, incompetent job posts were the ineffective cause of the recruitment process. Research from (Wati, et All 2023) also explained that many candidates who registered did not meet the targeted numbers, the specified qualifications were not in accordance with the target, the existence of internal family systems and the motivation for the availability of applicants who were the basis of ineffectiveness in the recruitment and selection process.

Jobstreet as a popular job seeker application in Indonesia with all the features that are owned to make it easier for recruits to find the best candidates to be one of the options used by PT. Mega Smart Persada. The company also uses the Jobstreet application to find the best candidates in several positions. In the process of implementing the recruitment carried out, PT. Mega Smart Persada experienced several challenges such as the high number of

candidates that were irrelevant, the company still chose the application manually because the results of matching candidates were not always accurate, the features in Jobstreet were not optimal in use.

Based on this, this research was conducted to explore how PT. Mega Smart Persada conducts the recruitment process through Jobstreet. In addition, this research also explores the obstacles faced by the company and provides practical recommendations so as to increase the effectiveness of recruitment through the Jobstreet application.

II. THEORETICAL STUDIES

Recruitment

According to Edy in (Kusumaningrum et al., 2024) recruitment is a process that aims to find, network, find and attract potential applicants to be employed in a company. Furthermore (Yulia, 2024) explains that recruitment basically refers to the process of finding and obtaining potential and qualified applicants in order to select ideal candidates who pass the qualifications. In an effort to fill vacant positions, companies implement a recruitment process to identify and select a number of prospective employees who have the opportunity to meet the needs of the organization.

(Kusumaningrum, et al. 2024) explained that the recruitment process is carried out with a specific purpose, for example to network as many potential employees as possible so that the selection process can run more effectively. The more applicants who register, the more opportunities there are to find candidates who match the company's needs with the available positions.

E-Recruitment

Online recruitment is defined by Galanaki (Handoko and Zainul, 2014) as the process of uploading job vacancy information on a company website or online recruitment platform that allows applicant resumes electronically in various digital formats. (Cahyo, 2023) also explains that E-Recruitment is a method of presenting job vacancy information in the form of advertisements or promotions carried out through digital media, with the aim of recruiting employees according to the needs of the company or business.

According to (Rahmawati and Siwi, 2021) Online recruitment has several advantages including lower costs per candidate compared to conventional recruitment processes, wider candidate coverage because prospective workers can be recruited from various regions in the world, job seekers can benefit because they can get to know the organization through the

internet while companies can study applicant profiles through uploaded CVs, initial selection of suitable candidates and the recruitment process becomes more systematic.

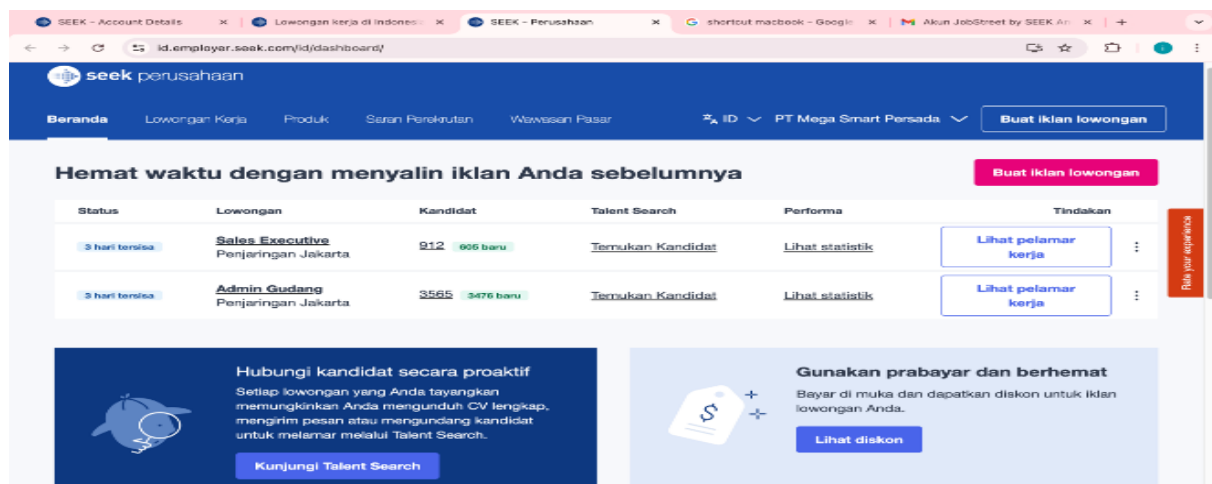
III. RESEARCH METHODS

This research is included in the category of qualitative research. The data sources used are primary data with data collection techniques through interviews, observations and data analysis.

IV. RESEARCH RESULTS

PT. Mega Smart Persada utilizes the JobStreet application as one of the media to recruit employees. In 2024, PT. Mega Smart Persada created an account and posted 2 job vacancies for the positions of sales executive and warehouse admin with the qualifications that have been set for each position. During the July-August period, 4,477 people were recorded as applying through PT Mega Smart Persada's JobStreet account in just one month since the job vacancies were published.

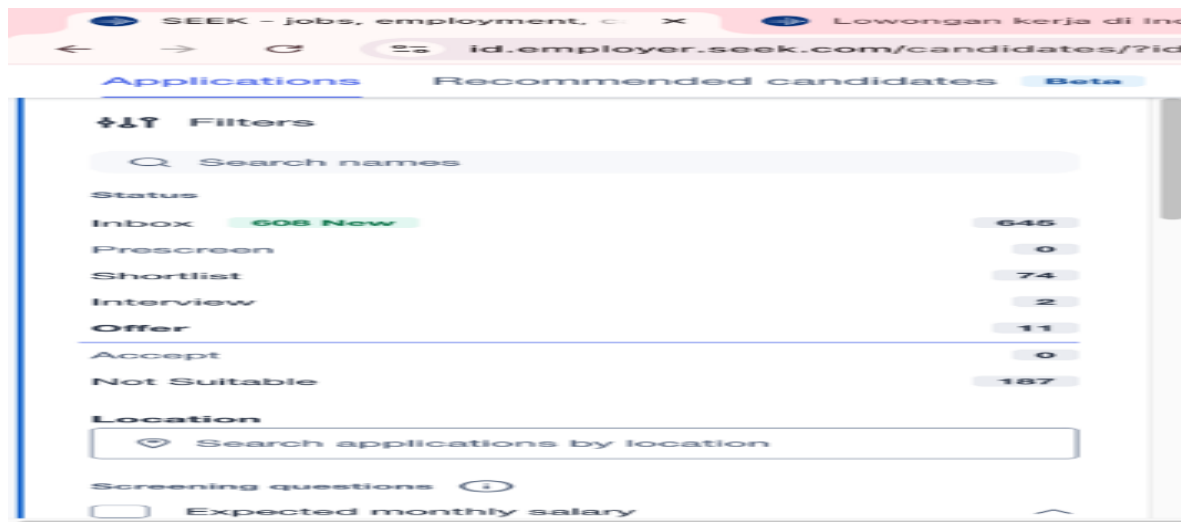
Figure 4.1 Number of Applicants



Source: JobStreet Monitoring Account, 2024

From the data of the candidates who applied, the recruitment team then carried out a pre-selection stage to group suitable candidates and filter out irrelevant candidates using the filter feature on JobStreet. Usually the average time needed to carry out the recruitment and selection process is around 3 months, but after using JobStreet the time needed is only 45 days.

Figure 4.2 Selection Stage for Suitability of Applicants with Qualifications



Source: JobStreet Monitoring Account, 2024

There are several obstacles faced by PT. Mega Smart Persada during the recruitment and selection process at Jobstreet, including

1) High number of irrelevant candidates

Although the Company has outlined the qualifications needed in the vacancy description, in reality there are still many applicants who continue to apply even though they do not meet the qualifications. Based on the results of the first stage of screening conducted by the Company, it was recorded that out of a total of 919 applicants for the Sales Executive position, 87 applicants passed the pre-selection stage and met the initial qualifications according to the requirements. Meanwhile, 187 applicants were declared irrelevant and 645 other applicants were still in the data checking stage. In addition, JobStreet does not yet have a strong system for limiting irrelevant applicants

2) The company still manually selects applications

Even though they are using JobStreet, the recruitment team still manually filters applicants to ensure that applicants are screened based on the criteria set by the company. This is because the data displayed from JobStreet's automatic filtering results still contains a mismatch between applications, vacancies and qualifications.

3) JobStreet Features Have Not Been Optimally Utilized

From observations, the recruitment team uses the standard job advertisement package on JobStreet and tends to use basic features more often, limited to monitoring new applicants, screening, and inviting relevant applicants for interviews. This is also due to the limited recruitment time so that the team does not explore the features available on JobStreet such

as Job Ad Performance Tracker analysis data to analyze the performance of posted job vacancies and applicant profiles in depth. In addition, the automatic scheduling system available on the platform has not been used optimally so that the selection process takes a long time.

Based on the constraints faced, practical recommendations that can be applied to the Company, even using a standard package, are to compile a more specific job description and use more targeted keywords. This aims to ensure that in the selection process only relevant candidates can apply. It is recommended that the Company create a structured schedule as a reference in carrying out each stage of recruitment and selection to ensure that everything runs smoothly. In addition, the use of automated matching and filter features based on relevance, as well as optimizing the use of the Job Ad Performance Tracker feature also need to be maximized, considering that this feature can help the Company in evaluating the performance of advertisements that have been published.

In order for the recruitment process to be more effective, training should also be provided to the recruitment team with the aim of better understanding and being able to maximize the features available on JobStreet properly so that they can get candidates who meet the specified qualifications.

V. CONCLUSION

Based on the results of the study, it can be concluded that PT. Mega Smart Persada uses the JobStreet application in advertising job vacancies and finding candidates for vacant positions. The use of the JobStreet application is not optimal because many applicants are irrelevant and the use of existing features is not optimal. So to optimize the company's recruitment process, it is recommended to create a clearer description in the advertisement, set the recruitment process time, maximize the job ad performance tracker and automatic screening features, and provide training to the recruitment team so that the recruitment process is effective, efficient to get candidates who match the classification.

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