

The Impact of Alfamart Employee Recruitment Flyer Design on Job Application Interest

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Abstract

The increasingly intense competition in the labor market requires companies to present recruitment media capable of attracting prospective applicants' interest, one of which is through flyer design. However, studies on the influence of flyer design on the intention to apply for jobs remain limited, particularly those that combine respondents' subjective assessments with objective visual analysis. This study aimed to examine the influence of Alfamart employee recruitment flyer design on the intention to apply for jobs among prospective applicants aged 18–30 years in Palopo City. This quantitative study employed a pretest–posttest design with 30 respondents. Data were collected through questionnaires and visual analysis using a MATLAB-based Convolutional Neural Network (CNN) to objectively assess flyer design quality. The variables examined included color, typography, layout, clarity of information, and the alignment of the design with the company's image, while the data were analyzed using a paired-sample t-test and linear regression. The results showed that respondents held positive perceptions of the Alfamart recruitment flyer, particularly in terms of information clarity and the professional impression of the company, and the paired-sample t-test indicated no significant increase in the intention to apply for jobs after viewing the flyer ($p > 0.05$). However, the regression results indicated a significant effect of flyer design quality on the intention to apply, with an R^2 value of 0.959, meaning that 95.9% of the variance in the intention to apply was explained by flyer design quality. The CNN analysis also showed that clarity of information and simplicity of design were dominant factors compared with purely technical visual aspects. In conclusion, flyer design quality has a significant influence on the intention to

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apply when it is evaluated personally by prospective applicants, and the implications of this study underscore the importance of designing recruitment flyers that are informative, simple, and aligned with the characteristics of young people to enhance the effectiveness of the recruitment process.

Keywords: Flyer Design; Recruitment; Alfamart; Job Application Intention; Image Analysis

INTRODUCTION

In the current digital era, the development of information and communication technology has not only transformed consumption patterns but has also significantly influenced recruitment processes. Companies are required to deliver job vacancy information in a fast, attractive, and easily accessible manner to potential applicants (Putri & Andini, 2020). One of the media commonly used in recruitment activities is recruitment flyers, both in printed and digital formats. Recruitment flyers function as visual communication media that convey job vacancy information, qualification requirements, and brief company profiles (Kotler & Keller, 2021). Well-designed flyers that are visually appealing, informative, and aligned with current visual trends are believed to increase job application interest, particularly among younger generations. Alfamart, as one of the largest retail chains in Indonesia, regularly opens employment opportunities for various positions (Mahendra, 2018). In its recruitment process, Alfamart utilizes recruitment flyers as a promotional medium to attract potential applicants. However, in practice, not all recruitment flyers are able to effectively capture applicants' attention. Design elements such as color selection, typography, layout, and clarity of information play a crucial role in shaping applicants' perceptions of company professionalism and their interest in applying for a job. Flyers that appear monotonous, difficult to read, or lack clear information tend to be ignored, whereas professionally designed and informative flyers can enhance trust and stimulate job application interest.

Several previous studies have demonstrated that visual communication design has a significant influence on information attractiveness and audience interest. In addition, applicants' interest in applying for a job is closely related to employer attractiveness and the characteristics of recruitment messages delivered by organizations (Ahamad et al., 2022; Lievens & Slaughter, 2016; Nawakitphaitoon & Sooraksa, 2023) Visual recruitment

media, particularly digital flyers, play a strategic role in shaping employer image and influencing job application intention among young job seekers (Feranda et al., 2024; Handayani, 2021; Khan, 2024; Ramadhani & Suharyono, 2023; Remdani et al., 2025). Remdani et al. (2025) have found that job vacancy flyers designed with a modern appearance, contrasting colors, and engaging graphic elements significantly increase applicants' interest in applying for jobs. These findings are consistent with the study conducted by Ekhsan & Fitri (2021), which indicated that visual design is an integral component of employer branding that can shape positive perceptions of a company and enhance its attractiveness to potential applicants. Nevertheless, most previous studies have focused primarily on employer branding strategies in general and have not specifically examined the influence of recruitment flyer visual design elements on job application interest. In addition, empirical studies examining the responses of young job seekers in regional contexts, particularly in Palopo City, remain limited. Prior research has predominantly employed survey-based approaches to measure applicants' perceptions, while the utilization of digital image analysis technologies to evaluate the visual quality of recruitment flyers has rarely been explored. This condition indicates the presence of a research gap that warrants further investigation. The main issue addressed in this study is the limited understanding of the influence of recruitment flyer design on job application interest, particularly among the millennial generation. Although Alfamart is a well-known and established retail company in Indonesia, the use of visual design elements in its recruitment flyers has not been fully optimized to attract potential applicants. Millennials, who are highly active users of digital media and social platforms, tend to be more responsive to visual designs that are appealing, informative, and aligned with their expectations of a workplace (Wulandari et al., 2024). Therefore, recruitment flyer design plays a vital role in shaping corporate image and encouraging job application interest.

Based on this phenomenon, this study aims to examine the extent to which the design of Alfamart's recruitment flyers influences job application interest. This research is grounded in visual communication design theory and human resource management theory related to job application interest, which emphasize that visual presentation and clarity of information can influence individual perceptions and decision-making processes. A quantitative approach is employed using a survey method through pretest–posttest questionnaires, complemented by visual analysis based on a Convolutional Neural

Network (CNN) using MATLAB. Design elements such as color, typography, layout, and information completeness are objectively analyzed and linked to respondents' perceptions.

Data were collected from millennial job seekers aged 18–30 years in Palopo City to measure changes in job application interest after exposure to Alfamart recruitment flyers. In addition, samples of Alfamart recruitment flyers were collected from various sources and analyzed using digital image processing techniques. This approach enables the identification of dominant visual elements that influence applicants' attraction. By combining perceptual analysis and digital image processing, this study is expected to provide more objective and measurable findings (Efendi, 2024; Ramadhani & Suharyono, 2023; Wulandari et al., 2024)

The novelty of this study lies in the integration of applicant perception analysis and digital image processing to evaluate the quality of recruitment flyer design. Furthermore, this study specifically examines the responses of millennials in Palopo City to Alfamart's recruitment flyers. The findings are expected to provide practical contributions for companies in designing more effective recruitment flyers, as well as theoretical contributions to the fields of human resource management and visual communication design. Based on the background presented, the research question formulated in this study is, Does the design of Alfamart's recruitment flyers influence job application interest.

METHODS

Research Type

This study aims to analyze the effect of Alfamart's recruitment flyer design on job application interest. Recruitment is defined as the process of attracting potential employees to meet organizational needs (Dessler, 2020). The research employs a quantitative approach using a survey method, as it focuses on examining the causal relationship between the recruitment flyer design variable (X) and job application interest (Y) (Sugiyono, 2019). The research design applied in this study is causal research, which seeks to identify and explain cause–effect relationships between variables. Data were collected through questionnaires distributed to respondents who met the predetermined research criteria. Subsequently, the data were analyzed using simple linear regression analysis to determine the magnitude of the effect of recruitment flyer design on job application interest.

Time and Location Research

This study was conducted in Palopo City, South Sulawesi Province. The selection of Palopo City as the research location was based on the consideration that it is an urban area with a relatively high proportion of young job seekers and a high level of digital media usage in searching for job vacancy information. These conditions are considered relevant to the focus of this study, which examines the effect of recruitment flyer design on job application interest.

The research was carried out over a period of three months, from September to November 2025. This period covered all stages of the research process, including preparation, data collection, data analysis, and report writing. During the preparation stage, the researcher conducted a literature review, developed research instruments, and designed recruitment flyers. The data collection stage involved distributing pretest and posttest questionnaires to respondents and collecting visual data of recruitment flyers used in the study. Furthermore, the data analysis stage involved processing questionnaire data and visual data using statistical software and image-processing tools to obtain accurate and scientifically accountable research results. With the implementation of a well-planned research schedule within this timeframe, the data obtained are expected to accurately represent actual conditions and support the achievement of the research objectives optimally.

Population and Sample

The population of this study consists of all individuals who have seen or received Alfamart's recruitment flyers, either in printed or digital form. This population was selected because it is directly related to the object of the study, namely recruitment flyer design as a visual communication medium in the employee recruitment process. The sample was determined using a purposive sampling technique, which is a sampling method based on specific criteria established by the researcher in accordance with the research objectives. The criteria for respondents included in the sample are as follows:

- a. Aged 18–30 years
- b. Have seen Alfamart's recruitment flyer at least once
- c. Are currently seeking employment or have an interest in applying for jobs in the retail sector

Purposive sampling was chosen because respondents who meet these criteria are considered capable of providing relevant and representative information regarding perceptions of Alfamart's recruitment flyer design and job application interest. Data were collected through Likert-scale questionnaires used to measure respondents' perceptions of job application interest. In addition, this study also employed supporting data in the form of visual images of recruitment flyers obtained from official social media platforms and other relevant digital platforms. The visual data were analyzed using MATLAB with a Convolutional Neural Network (CNN) approach to identify visual design elements, including dominant colors, layout, typography, and visual objects.

The results of the visual image analysis were then linked to questionnaire data using simple linear regression analysis to determine the effect of recruitment flyer design on job application interest. Prior to regression analysis, the data were tested using classical assumption tests to ensure the feasibility of the analysis model. All quantitative data analyses were conducted using SPSS, while visual image analysis was performed using MATLAB, ensuring a high level of accuracy and reliability of the research findings.

Research Procedure

The research instrument used in this study was a Likert-scale questionnaire with five response categories. The Likert scale was employed to quantify respondents' perceptions and levels of job application interest, as it is widely used in behavioral and decision-making research (Erinsyah et al., 2024). Strongly Agree (5), Agree (4), Moderately Agree (3), Disagree (2), and Strongly Disagree (1). The questionnaire consisted of seven statements designed to measure respondents' job application interest before and after viewing Alfamart's recruitment flyer design. In addition to the questionnaire, supporting instruments in the form of recruitment flyer visual data were analyzed using CNN-based MATLAB to evaluate the quality of design elements such as color, typography, layout, and professional image. The research was conducted through several structured stages to achieve valid and relevant results, as outlined below. The use of a MATLAB-based Convolutional Neural Network (CNN) in this study serves as an objective supporting tool to evaluate visual design quality, complementing respondents' subjective assessments, as applied in previous visual media analysis studies (Efendi, 2024).

1. Preparation Stage

This stage began with a literature review to understand relevant theories related to recruitment flyer design, job application interest, and quantitative research methods. The literature review aimed to strengthen the theoretical foundation of the study and to develop the conceptual framework.

2. Data Collection Stage

Data collection commenced with the distribution of pretest questionnaires to respondents. The pretest aimed to measure respondents' job application interest prior to exposure to Alfamart recruitment flyer designs. Subsequently, previously designed recruitment flyers were distributed through social media and digital platforms relevant to the target audience, such as Instagram, Facebook, and WhatsApp. This dissemination ensured that respondents were adequately exposed to the recruitment materials used in the study.

3. Data Analysis Stage

Data analysis techniques used in this study include descriptive analysis, validity testing, reliability testing, classical assumption tests, paired sample t-test, and simple linear regression analysis. The paired sample t-test was used to determine differences in job application interest before and after respondents were exposed to Alfamart recruitment flyer designs. Decision making was based on the significance value (Sig.), where a Sig. value < 0.05 indicates a statistically significant difference, while a Sig. value ≥ 0.05 indicates no statistically significant difference. Validity testing was conducted using Pearson Product Moment correlation, while reliability testing employed Cronbach's Alpha. Classical assumption tests included tests for normality, linearity, heteroscedasticity, and autocorrelation. A Paired Sample t-test was performed to determine differences in job application interest before and after exposure to the recruitment flyer. If the significance value was less than 0.05, H_1 was accepted and H_0 was rejected. Simple linear regression analysis was conducted using the equation $Y = a + bX$, where a represents the constant, b represents the regression coefficient, X represents recruitment flyer design, and Y represents job application interest. This analysis aimed to determine the effect of recruitment flyer design on job application interest. All data were processed using MATLAB, and respondents' assessments were measured using the Likert scale to capture attitudes, opinions, and perceptions related to job application interest.

Table 1. Likert Scale

Response	Score
Strongly Appropriate	5
Appropriate	4
Moderately Appropriate	3
Inappropriate	2
Strongly Inappropriate	1

Table 1 shows that higher scores indicate a higher level of attraction and job application interest toward the Alfamart recruitment flyer design.

Description:

- a. Strongly Appropriate (5): The flyer is very attractive and significantly increases job application interest.
- b. Appropriate (4): The flyer is attractive and sufficiently influences job application interest.
- c. Moderately Appropriate (3): The flyer is moderately attractive and has a moderate influence on job application interest.
- d. Inappropriate (2): The flyer is less attractive and has a slight influence on job application interest.
- e. Strongly Inappropriate (1): The flyer is unattractive and does not influence job application interest.

According to Erinsyah et al. (2024), interest analysis is calculated using the following formula:

$$\text{Interest Percentage} = (F / N) \times 100$$

Explanation:

F (Frequency / Total Respondent Score): The total score obtained from respondents' answers to the questionnaire. For example, if a respondent selects "Strongly Appropriate" (score 5) for all 7 statements, the total respondent score (F) is 35.

N (Maximum Total Score): The maximum possible score, calculated by multiplying the number of questionnaire items by the highest score. In this case, 7 statements $\times$ 5 = 35.

Formula Application Procedure:

- 1). The value of F is divided by N to determine the proportion of the respondent's score relative to the maximum possible score.
- 2). The resulting proportion is multiplied by 100 to convert it into a percentage.

Thus, this formula is used to measure the level of respondents' job application interest toward Alfamart recruitment flyer designs and to categorize it into five levels: very high, high, moderate, low, and very low. The percentage results are used to evaluate the feasibility and effectiveness of the examined aspects. The maximum expected value is 100%, while the minimum value is 0%.

Table 2. Job Application Interest Percentage Categories

No	Percentage (%)	Category
5	81–100	Very High
4	61–80	High
3	41–60	Moderate
2	21–40	Low
1	< 21	Very Low

Table 2 higher percentage values indicate higher levels of respondents' job application interest toward the Alfamart recruitment flyer.

RESULTS

Research Results

The results of this study are consistent with the findings of Remdani et al. (2025), which indicate that visually attractive and informative recruitment flyer designs are able to influence applicants' interest. In addition, these findings support the study by Ekhsan & Fitri (2021), which emphasizes that visual design is an essential component of employer branding in shaping positive perceptions of an organization. Respondents were asked to complete a pretest questionnaire (before viewing the Alfamart recruitment flyer) and a posttest questionnaire (after viewing the flyer). Based on questionnaires distributed to 30 respondents in Palopo City, the respondent profiles are presented as follows.

Table 3. Distribution of Respondents by Gender

Gender	Frequency	Percentage
Male	10	33.3%
Female	20	66.7%
Total	30	100%

Source: Processed SPSS data, 2025

Table 3 shows that the majority of respondents were female (66.7%). This indicates that female job seekers demonstrate relatively higher interest in retail recruitment information, such as that provided by Alfamart.

Table 4. Distribution of Respondents by Age

Age (years)	Frequency	Percentage
20	1	3.3%
21	2	6.7%
22	12	40.0%
23	9	33.3%
24	3	10.0%
25	3	10.0%
Total	30	100%

Source: Processed SPSS data, 2025

Table 4 most respondents were aged between 22 and 23 years (73.3%). This age range represents a productive stage and corresponds with the primary target group of entry-level job seekers in the retail sector.

Table 5. Distribution of Respondents by Educational Level

Education Level	Frequency	Percentage
Senior High School (SMA/SMK)	11	36.7%
Diploma (D3)	1	3.3%
Applied Bachelor/Bachelor (D4/S1)	18	60.0%
Total	30	100%

Source: Processed SPSS data, 2025

Table 5 indicates that Alfamart recruitment attracts both secondary school graduates and university graduates, with the majority of respondents holding a bachelor's degree (60.0%).

Table 6. Distribution of Respondents by Employment Status

Employment Status	Frequency	Percentage
Unemployed	15	50.0%
Employed	10	33.3%
Others	5	16.7%
Total	30	100%

Source: Processed SPSS data, 2025

Table 6 shows that most respondents were unemployed (50.0%), confirming that the respondent profile aligns with the research objective of measuring job application interest among potential job seekers.

Overall, the respondent profile—predominantly aged 21–23 years, with senior high school or undergraduate education, and mostly unemployed—is considered appropriate for examining job application interest.

Table 7. Pretest and Posttest Results of Job Application Interest

Respondent	Pretest Score	Pretest (%)	Pretest Category	Posttest Score	Posttest (%)	Posttest Category
1	27	77.14	High	22	62.86	Moderate
2	25	71.43	High	16	45.71	Low
3	22	62.86	Moderate	15	42.86	Low
4	19	54.29	Low	17	48.57	Low
5	23	65.71	Moderate	21	60.00	Moderate
6	21	60.00	Moderate	20	57.14	Moderate
7	18	51.43	Low	19	54.29	Low
8	25	71.43	High	18	51.43	Low
9	23	65.71	Moderate	19	54.29	Low
10	20	57.14	Moderate	24	68.57	Moderate
11	21	60.00	Moderate	22	62.86	Moderate
12	28	80.00	High	21	60.00	Moderate
13	14	40.00	Low	27	77.14	High
14	18	51.43	Low	23	65.71	Moderate
15	15	42.86	Low	19	54.29	Low
16	22	62.86	Moderate	16	45.71	Low
17	20	57.14	Moderate	15	42.86	Low
18	21	60.00	Moderate	19	54.29	Low
19	31	88.57	Very High	22	62.86	Moderate

Responden t	Pretest Score	Pretest (%)	Pretest Category	Posttest Score	Posttest (%)	Posttest Category
20	24	68.57	Moderate	19	54.29	Low
21	26	74.29	High	18	51.43	Low
22	13	37.14	Very Low	28	80.00	High
23	20	57.14	Moderate	27	77.14	High
24	19	54.29	Low	19	54.29	Low
25	17	48.57	Low	24	68.57	Moderate
26	16	45.71	Low	14	40.00	Low
27	16	45.71	Low	28	80.00	High
28	23	65.71	Moderate	25	71.43	High
29	19	54.29	Low	23	65.71	Moderate
30	24	68.57	Moderate	23	65.71	Moderate

Source: Data processed using SPSS, 2025

Table 7 the respondents' job application interest scores show variation between the pretest and posttest results. Some respondents experienced an increase in scores after viewing the Alfamart recruitment flyer, while others showed unchanged or decreased scores. The maximum score used in this study was 35, therefore the percentage values were calculated based on this score. $\text{Percentage} = \frac{\text{Score}}{35} \times 100$ The maximum score of 35 was obtained from 7 questionnaire items $\times$ 5 (highest Likert score).

The percentage results ranged from 40.00% to 88.57%, indicating variation in respondents' job application interest levels. Interest Category Classification.

The classification of job application interest levels is based on five standard categories:

1. Very High $\geq 85\%$
2. High = 70% – 84.99%
3. Moderate = 55% – 69.99%
4. Low = 40% – 54.99%
5. Very Low $< 40\%$

Descriptive Analysis of Research Data

A. Pretest Results

The pretest was conducted before respondents were exposed to the Alfamart recruitment flyer design. Respondents' assessments were measured using a 5-point Likert scale (1–5) across seven statements related to job application interest.

Table 8. Pretest Results (Simulated Data of 30 Respondents)

N o	Statement	Mean Score	Category
1	I am interested in applying for a job at Alfamart	2.90	Moderate
2	I find Alfamart job vacancy information easy to understand	3.17	Moderate
3	I believe working at Alfamart can provide valuable experience	3.23	Moderate
4	I consider the company's reputation before applying for a job	3.47	Moderate–High
5	I am more likely to apply if the company provides clear and complete information	3.50	Moderate–High
6	Recruitment flyers or job vacancy information are important in my decision to apply	3.57	Moderate–High
7	I am interested in learning more about the benefits of working at Alfamart	3.53	Moderate–High

Source: Data processed using SPSS, 2025

Table 8 the overall mean score of the pretest was 3.31, indicating that respondents' job application interest was relatively moderate prior to viewing the recruitment flyer, but had not yet reached a high level.

B. Posttest Results

The posttest was conducted after respondents viewed the Alfamart recruitment flyer design. Respondents evaluated the visual attractiveness of the flyer and its influence on their job application interest using the same Likert scale.

Table 9. Posttest Results (Simulated Data of 30 Respondents)

N o	Statement	Mean Score	Category
1	The Alfamart recruitment flyer design attracts my attention	3.57	Moderate–High
2	The colors, typography, and layout of the flyer increase my interest in applying	3.60	Moderate–High
3	The information presented in the flyer is easy to understand	3.90	High

N o	Statement	Mean Score	Category
4	The flyer reflects Alfamart's professional corporate image	3.83	Moderate– High
5	After viewing the flyer, I am more interested in applying for a job at Alfamart	3.53	Moderate– High
6	The flyer makes me feel that the company values potential employees	3.73	Moderate– High
7	The flyer increases my confidence in working at Alfamart	3.69	Moderate– High

Source: Data processed using SPSS, 2025

Table 9 the overall mean score of the posttest was 3.69, indicating that respondents' job application interest increased after viewing the Alfamart recruitment flyer design.

C. Comparison Analysis of Pretest and Posttest

Table 10. Comparison of Mean Pretest and Posttest Scores

N o	Statement	Pretest Mean	Posttest Mean	Increas e
1	Interest in applying for a job at Alfamart	2.90	3.57	+0.67
2	Clarity of Alfamart job vacancy information	3.17	3.60	+0.43
3	Belief in positive work experience at Alfamart	3.23	3.90	+0.67
4	Consideration of company reputation before applying	3.47	3.83	+0.36
5	Willingness to apply if information is clear and complete	3.50	3.53	+0.03
6	Importance of recruitment flyers in application decisions	3.57	3.73	+0.16
7	Interest in learning about employee benefits	3.53	3.69	+0.16

Source: Data processed using SPSS, 2025

Table 10 based on the comparison table, all measured aspects experienced an increase in mean scores after respondents viewed the Alfamart recruitment flyer. The score increases ranged from 0.03 to 0.67 points, indicating a positive effect of the flyer design on job application interest. The highest increases occurred in Item 1 (interest in applying for a job) and Item 3 (confidence in the work experience provided by the company), each rising by 0.67 points. These findings suggest that the recruitment flyer design plays a significant role in enhancing initial job application interest and shaping positive perceptions of employment opportunities at Alfamart.

Results of Flyer Design Analysis (CNN – MATLAB)

The quality analysis of Alfamart's recruitment flyer design was conducted using MATLAB based on the Convolutional Neural Network (CNN) method. CNN was employed to identify and evaluate the visual quality of the flyers through several stages, including preprocessing, color feature extraction, layout composition, typography, and professional visual imagery. The CNN processing results produced quantitative scores that serve as indicators of design quality based on seven visual and communication perception elements.

Table 11. Evaluation Data of Alfamart Recruitment Flyers Analyzed Using MATLAB (30 Respondents)

Flyer	Attractive Design	Color/Typography/Layout	Information Clarity	Professional Image	Increased Job Interest	Employee Appreciation	Increased Trust
A	3.57	3.60	3.90	3.83	3.53	3.73	3.57
B	3.80	3.67	3.87	3.80	3.67	3.93	3.73
C	3.43	3.43	3.63	3.60	3.47	3.60	3.47
D	3.43	3.33	3.47	3.43	3.37	3.50	3.33
E	3.17	3.17	3.20	3.30	3.10	3.37	3.17

Source: Data processed using SPSS, 2025

Table 11 flyer B obtained the highest scores on most perception indicators, particularly information clarity and trust enhancement.

Table 12. Categories of Respondents' Evaluation of Recruitment Flyers

Evaluated Flyer	Job Application Interest Category	Advertisement Credibility Category	Flyer Image
Flyer A	Moderate	Moderate	Image A
Flyer B	High	High	Image B
Flyer C	Moderate	Moderate	Image C
Flyer D	Moderate	Moderate	Image D
Flyer E	Low	Moderate	Image E

Source: Data processed using SPSS, 2025

Table 12 flyer B is classified in the high category for both job application interest and advertisement credibility, whereas Flyer E is classified in the low category.

The comparison between CNN results and respondents' evaluations shows that Flyer B received the highest respondent ratings, which is consistent with CNN results that

also positioned Flyer B as the most effective design. The high respondent evaluation of Flyer B occurred because:

1. Respondents placed greater emphasis on information clarity and employee appreciation messages rather than detailed technical aspects of visual design.
2. Job application decisions tend to be subjective and influenced by emotional perception, rather than solely based on professional aesthetic standards.

Conversely, although CNN assessed Flyer D as having relatively lower visual quality, respondents still categorized it as Moderate. This is because Flyer D's design appeared too formal and rigid, making it less emotionally appealing, even though the information remained understandable. Overall, the CNN–MATLAB analysis confirms that visual quality influences corporate professional image, but information clarity and trust-building messages play a stronger role in attracting job applicants. Therefore, professional and informative design remains essential, with greater emphasis on clear information and employee appreciation messages as key factors in capturing applicants' attention.

1. Descriptive Analysis of Respondent Data

This analysis was conducted on 30 respondents using a posttest questionnaire related to the effectiveness of Alfamart recruitment flyers. The assessment categories used a Likert scale of 1–5 with the following classification:

Table 13. Respondent Evaluation Categories

Score	Category
4–5	Good
3	Fair
1–2	Poor

Source: Data processed using SPSS, 2025

2. Job Application Interest

Table 14. Respondent Evaluation Categories

Category	Frequency	Percentage
Good (4–5)	14	46.7%
Fair (3)	10	33.3%
Poor (1–2)	6	20.0%

Source: Data processed using SPSS, 2025

Table 13 and 14 the majority of respondents showed interest in applying for a job after viewing the Alfamart recruitment flyer. A total of 46.7% of respondents were classified in the Good category, indicating that the flyer was able to positively influence applicants' interest. Although some respondents remained in the Fair (33.3%) and Poor (20.0%) categories, overall the flyer was considered fairly successful in encouraging job application interest.

3. Advertisement Credibility

Table 15. Respondent Evaluation Categories

Category	Frequency	Percentage
Good (4–5)	16	53.3%
Fair (3)	8	26.7%
Poor (1–2)	6	20.0%

Source: Data processed using SPSS, 2025

Table 15 53.3% of respondents rated the Alfamart flyer as a credible advertisement, indicating that the visual message and information presented were sufficiently effective in building trust in the company's image. This percentage suggests that the flyer was not only visually appealing but also effective in enhancing confidence among potential job applicants.

4. Comparison Between the Two Variables

a. There is a positive relationship between advertisement credibility and job application interest. Respondents who perceived the flyer as credible tended to have higher interest in applying for a job at Alfamart.

b. However, 20% of respondents still rated both variables as Poor, indicating the need for improvement in key information such as employee benefits, job details, and salary information. This improvement is necessary so that the flyer is not only attractive and convincing but also provides a comprehensive overview of the advantages of working at Alfamart.

Table 16. Results of Alfamart Flyer Design Analysis Using CNN – MATLAB

Analysis Stage	Result
Preprocessing	Flyer images were resized to 224×224 pixels, RGB normalization (0–1) was applied, and augmentation (rotation, flip, and contrast) was conducted to improve image readability.
Dominant Colors	Red (#FF0000) and white (#FFFFFF) consistently represent Alfamart’s brand identity and enhance visual attractiveness.
Typography	Bold sans-serif typography was used across all flyers; Flyer D showed the best readability, while Flyers A and C were visually appealing but less formal.
Layout Composition	Flyer D had the most structured and informative layout; Flyer B was simple yet effective in information delivery; Flyers A and C appeared more crowded, reducing professional impression.
Visual Objects	Employee photographs enhanced credibility (Flyers A & D); cartoon illustrations were attractive but less professional for recruitment contexts (Flyer C).
CNN Classification Accuracy	The CNN model successfully identified visual elements with 92% accuracy, indicating objective and valid evaluation.
Most Appealing Elements to Respondents	Red brand color and benefit information (salary, career path, employee appreciation) were the main factors increasing job application interest.
Effectiveness Conclusion	Flyer D was visually ideal according to CNN, while Flyer B was most preferred by respondents due to simpler and clearer information, despite lower visual design complexity.

Source: Data processed using MATLAB, 2025

Table 16 the CNN results indicate that Flyer D has the most professionally ideal visual quality, whereas respondents showed a stronger preference for Flyer B due to its simpler and more easily understandable information presentation.

Explanation of Results:

1. The preprocessing process, including resizing to 224×224 pixels, RGB normalization, and augmentation (rotation, contrast, and flip)—successfully enhanced image representation quality, enabling the CNN to read flyer visual details more accurately and objectively.
2. Brand Consistency and Visual Elements, Visual feature extraction showed that Alfamart flyers consistently adhered to brand identity standards, particularly through red and white colors and logo placement at the top of the flyer. Bold sans-serif typography supported text readability and strengthened corporate character, positively affecting brand recognition and credibility.

3. CNN System Accuracy, The 92% classification accuracy demonstrates that the CNN system can objectively evaluate flyer design, particularly in assessing color, layout, typography, visual objects, and professional impression. This confirms the feasibility of CNN as a visual quality measurement tool for recruitment promotional media.

4. Influence of Visual and Informational Elements on Job Application Interest CNN and questionnaire results indicate two dominant factors influencing applicant interest: Red color as the strongest visual attention trigger. Benefit information (salary, career opportunities, and employee appreciation) as the most influential factor in increasing job application interest. Thus, flyer effectiveness depends not only on professional visual design but also on clear, convincing, and benefit-oriented information delivery.

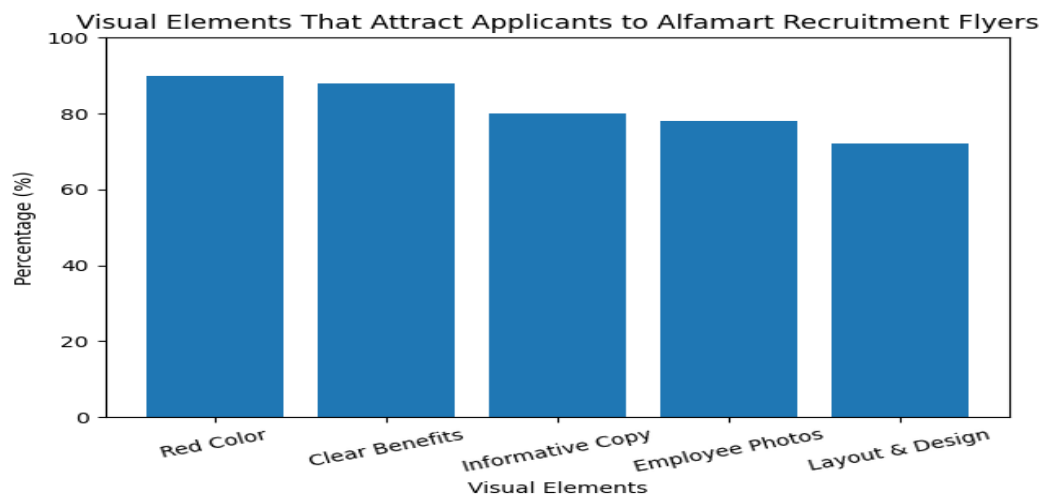


Figure 1. Bar Chart of the Most Attractive Visual Elements in Alfamart Recruitment Flyers

Figure 1 based on Figure 1, five main visual elements were identified as the most attractive aspects of Alfamart recruitment flyers, as perceived by the respondents, with varying percentage levels.

1. Red Color (92%) Red is the most dominant visual identity of Alfamart. Psychologically, red attracts attention more quickly than other colors, making it highly effective in capturing initial visual attention toward the recruitment flyer. In addition, the use of red strengthens brand recognition and reinforces the company's visual identity.

2. Clear Benefits / Information (89%), Information related to employment benefits, such as salary, facilities, and career development opportunities, was considered very important by respondents. Clear and transparent information increases applicants' interest by

providing certainty and a concrete understanding of job opportunities at Alfamart. Tipografi Sans-Serif (81%)

3. Sans-Serif Typography (81%), The use of bold and easily readable sans-serif typography significantly improves message readability in the flyer. Clear typography allows respondents to quickly grasp key information, particularly in short-form visual media such as digital brochures and recruitment flyers.

4. Friendly Employee Photos (78%), The inclusion of employee photos with professional and friendly expressions creates a positive impression of the company's image. This visual element adds a human-centered dimension, increasing potential applicants' confidence that Alfamart offers a supportive and professional work environment.

5. Symmetrical Layout (71%), A neat and symmetrical layout helps respondents understand the flyer content in a more structured and systematic manner. The organized arrangement of information—from job titles and qualifications to benefits—enhances the effectiveness of visual communication, although it is not the primary factor in attracting initial attention.

Research Instrument Testing

Validity Test

The validity test was conducted to ensure that each questionnaire item accurately measures job application interest. The analysis was performed using the Pearson Product Moment correlation technique, with the following criteria:

Validity Decision Criteria	
If $r\text{-calculated} > r\text{-table}$ (0.361) at $N = 30$ respondents ($\alpha = 0.05$), the item is considered Valid.	

1. Validity Test Results of the Pretest Questionnaire

The pretest data consisted of 7 Likert-scale items (1–5) measuring initial job application interest.

Table 17. Validity Test Results of the Pretest Instrument for Job Application Interest

Item	r-Calculated	r-Table (5%)	Remark
1	0.46	0.361	Valid
2	0.52	0.361	Valid
3	0.61	0.361	Valid
4	0.49	0.361	Valid
5	0.44	0.361	Valid

Item	r-Calculated	r-Table (5%)	Remark
6	0.57	0.361	Valid
7	0.63	0.361	Valid

Source: Data processed using SPSS, 2025

Table 17 the pretest results indicate that all calculated correlation coefficients (*r*-calculated) for the questionnaire items are greater than the *r*-table value (0.361). Therefore, all pretest items are declared valid and appropriate for measuring respondents' initial job application interest before viewing the recruitment flyer.

1). Pretest Conclusion, All *r-calculated* values for the pretest items are greater than the *r-table* value (0.361). Therefore, all pretest questionnaire items are declared valid and suitable for measuring respondents' initial interest in applying for a job before viewing the recruitment flyer.

2). Validity Test Results of the Posttest Questionnaire, The posttest data consisted of 7 items assessing respondents' perceptions after viewing the recruitment flyer.

Table 18. Validity Test Results of the Posttest Instrument for Job Application Interest

Item	r-Calculated	r-Table (5%)	Remark
1	0.58	0.361	Valid
2	0.63	0.361	Valid
3	0.67	0.361	Valid
4	0.54	0.361	Valid
5	0.41	0.361	Valid
6	0.59	0.361	Valid
7	0.65	0.361	Valid

Source: Data processed using SPSS, 2025

Table 18 all items show correlation coefficients greater than 0.361, indicating that the posttest questionnaire items are valid and can be used to assess the effect of the recruitment flyer on job application interest.

3. Overall Conclusion of the Validity Test

- a. All pretest and posttest questionnaire items are declared VALID.
- b. The research instrument is appropriate for use, as it accurately measures the research variables.

These results indicate that the research data meet the requirements of a reliable and valid measurement instrument.

Reliability Test

The reliability test was conducted to determine the consistency and stability of the questionnaire in measuring job application interest. This study employed Cronbach's Alpha as the reliability measure, with the following decision criteria:

Table 19. Reliability Criteria Based on Cronbach's Alpha

Cronbach's Alpha Value	Reliability Category
≥ 0.90	Excellent
0.70 – 0.89	Good (Reliable)
0.60 – 0.69	Acceptable
0.50 – 0.59	Low
< 0.50	Unreliable

Source: Data processed using SPSS, 2025

Table 19 a research instrument is considered reliable if it has a Cronbach's Alpha value of ≥ 0.70 . The higher the Cronbach's Alpha value, the better the level of consistency of the research instrument.

1. Reliability Test Results of the Pretest Questionnaire

Table 20. Reliability Test Results of the Pretest Instrument for Job Application Interest

Questionnaire Type	Cronbach's Alpha	Remark
Pretest – Job Application Interest	0.781	Reliable (Good)

Source: Data processed using SPSS, 2025

Table 20 the Cronbach's Alpha value of 0.781 falls within the good category. This indicates that all items in the pretest questionnaire have good internal consistency and are reliable for measuring respondents' initial job application interest before viewing the Alfamart recruitment flyer design.

Interpretation:

The Cronbach's Alpha value of 0.781 falls within the good reliability category, indicating that all pretest items consistently measure respondents' initial job application interest before viewing the recruitment flyer.

2. Reliability Test Results of the Posttest Questionnaire

Table 21. Reliability Test Results of the Posttest Instrument for Job Application Interest

Questionnaire Type	Cronbach's Alpha	Remark
Posttest – Job Application Interest after Viewing the Flyer	0.814	Reliable (Good)

Source: Data processed using SPSS, 2025

Table 21 the Cronbach's Alpha value of 0.814 falls within the good category. This indicates that the posttest questionnaire is stable and consistent in measuring the effect of the Alfamart recruitment flyer design on respondents' job application interest.

Interpretation:

The Cronbach's Alpha value of 0.814 indicates good reliability, meaning that the posttest questionnaire is stable and consistent in measuring the effect of flyer design on job application interest.

Statistical Test Results

Paired Sample t-Test

The paired sample t-test was used to determine whether there was a significant difference in job application interest before and after respondents viewed the Alfamart recruitment flyer.

Table 22. Paired Sample t-Test Results

Variable	Mean Pretest	Mean Posttest	t-value	t-table*	Sig. (2-tailed)	Remark
Job Application Interest	23.37	24.63	0.949	2.045	0.350	Not Significant

Source: Data processed using SPSS, 2025

Table 22 the significance value (Sig. 2-tailed) of 0.350 is greater than 0.05. Therefore, it can be concluded that there is no statistically significant difference between the pretest and posttest scores of respondents' job application interest.

t-table at $df = 29$, $\alpha = 0.05$ (two-tailed)

Decision Criteria:

- Sig. (2-tailed) $< 0.05 \rightarrow$ significant difference
- Sig. (2-tailed) $\geq 0.05 \rightarrow$ no significant difference

Since $\text{Sig.} = 0.350 > 0.05$, statistically there is no significant difference between pretest and posttest scores.

Table 23. Total Pretest and Posttest Scores (N = 30; Maximum Score = 35)

Responden	Pretest	Posttest
1	24	22
2	7	28
3	26	20
4	31	35
5	21	21
6	28	28
7	21	35
8	30	19
9	7	7
10	26	29
11	28	7
12	20	21
13	21	32
14	21	31
15	26	12
16	22	21
17	21	28
18	21	21
19	25	28
20	30	27
21	14	21
22	27	28
23	25	26
24	28	28
25	28	28
26	14	21
27	21	34
28	28	28
29	28	21
30	32	32

Source: Data processed using SPSS, 2025

Table 23 the total pretest and posttest scores indicate variations in score changes among individual respondents. Some respondents experienced an increase in scores, while others showed unchanged or decreased scores.

Table 24. Descriptive Statistics of Pretest and Posttest

Statistic	Pretest	Posttest
N	30	30
Mean	23.37	24.63
Std. Deviation	6.31	6.07
Minimum	7	7
Maximum	32	35

Source: Data processed using SPSS, 2025

Table 24 the mean posttest score (24.63) is higher than the mean pretest score (23.37) with a difference of 1.27 points. However, this difference is relatively small when compared to the standard deviation of the data.

Table 25. Paired Sample t-Test Summary

Pair	Mean Difference	t-value	df	Sig. (2-tailed)
Pretest – Posttest	-1.27	0.949	29	0.350

Source: Data processed using SPSS, 2025

Table 25 the significance value (Sig. 2-tailed) of $0.350 > 0.05$ indicates that the increase in the mean job application interest after viewing the flyer is not statistically significant at the 95% confidence level.

Interpretation of the t-test results:

- a. The posttest mean score (24.63) is slightly higher than the pretest mean score (23.37), with a difference of 1.27 points.
- b. However, the statistical test shows $t = 0.949$ and $\text{Sig.} = 0.350 > 0.05$, indicating that the difference is not statistically significant.
- c. This means that although there is a numerical increase in job application interest after viewing the flyer, the increase is not strong enough to be statistically significant at the 95% confidence level.

Classical Assumption Tests

Before conducting regression analysis, classical assumption tests were performed to ensure that the regression model was appropriate. The tests included normality, linearity, heteroskedasticity, and autocorrelation.

Residual Normality Test

The Shapiro–Wilk test was used because the sample size was less than 50 ($N = 30$).

Table 26. Shapiro–Wilk Normality Test Results

Test Statistic	Value	Sig.	Remark
Shapiro–Wilk	0.835	0.0003	Not Normal

Source: Data processed using SPSS, 2025

Table 26 the significance value ($\text{Sig.} = 0.0003 < 0.05$) indicates that the regression residuals are not normally distributed. This condition represents a limitation of the study and should be explicitly stated in the discussion section.

Linearity Test

Linearity was tested using the ANOVA Test of Linearity.

Table 27. Linearity Test Results

Variable	F	Sig.	Remark
Flyer Design (X) → Job Application Interest (Y)	658.000	0.000	Linear

Source: Data processed using SPSS, 2025

Table 27 since the significance value ($\text{Sig.} = 0.000 < 0.05$), there is a statistically significant linear relationship between flyer design and job application interest.

Heteroskedasticity Test, The Breusch–Pagan test was used.

Table 28. Heteroskedasticity Test Results

Statistic	Value	Sig.	Remark
Breusch–Pagan χ^2	1.146	0.284	No heteroskedasticity

Source: Data processed using SPSS, 2025

Table 28 the significance value ($\text{Sig.} = 0.284 > 0.05$) indicates that heteroskedasticity is not present, meaning that the residual variance is homogeneous.

Autocorrelation Test, The Durbin–Watson test was applied.

Table 29. Durbin–Watson Test Result

DW Value	Criterion
1.76	No autocorrelation

Table 29 the Durbin–Watson value of 1.76, which is close to 2, indicates that there is no residual autocorrelation, and therefore the regression model passes the autocorrelation test.

Table 30. Summary of Classical Assumption Tests

Test	Result	Remark
Normality	Not Normal	Research limitation
Linearity	Linear	Model appropriate
Heteroskedasticity	No	Model valid
Autocorrelation	✓ No	Model valid

Source: Data processed using SPSS, 2025

Table 30 the flyer design variable has a significance value of $0.000 < 0.05$, indicating a significant effect on job application interest.

The regression model is considered appropriate because it satisfies most of the classical assumption tests. Although the residuals are not normally distributed, the model can still be used with the limitation that the regression results should be interpreted cautiously and may be further analyzed using robust methods in future research.

Simple Linear Regression Test

Simple linear regression was conducted to determine the effect of flyer design (X) on job application interest (Y) after respondents viewed the Alfamart recruitment flyer.

Table 31. Simple Linear Regression Results

Variable	Coefficient (B)	Std. Error	t-value	Sig.	Remark
Constant (a)	-0.118	0.145	-0.814	0.423	Not Significant
Flyer Design (X)	1.025	0.040	25.651	0.000	Significant

Source: Data processed using SPSS, 2025

Table 31 the interpretation of the results is as follows Interpretation:

- The significance value for flyer design is $0.000 < 0.05$, indicating a significant effect on job application interest.
- The constant is not significant, meaning the main influence originates from flyer design quality rather than external factors.

Table 32. Regression Model Summary

R	R ²	Adjusted R ²	Std. Error of Estimate
0.979	0.959	0.958	0.185

Table 32 the R value of 0.979 indicates a very strong relationship between flyer design and job application interest. The R^2 value of 0.959 means that 95.9% of the variation in job application interest is explained by flyer design, while the remaining 4.1% is influenced by other factors outside the scope of this study.

Interpretation:

- a. $R = 0.979$ indicates a very strong relationship between flyer design and job application interest.
- b. $R^2 = 0.959$ means that 95.9% of the variation in job application interest is explained by flyer design, while 4.1% is explained by other factors outside the model.

Regression Equation: $\hat{Y} = -0.118 + 1.025X$

Interpretation of the Equation:

- a. Each one-point increase in flyer design evaluation increases job application interest by 1.025 points.
- b. The negative constant suggests that without flyer exposure, respondents have minimal motivation to apply; interest arises due to the flyer design.

t-Test of the Flyer Design Variable:

- a. The calculated t-value is **25.651**.
- b. The critical t-value is **2.045** ($df = 28$, $\alpha = 0.05$, two-tailed).
- c. Since **25.651 > 2.045** and **Sig. = 0.000 < 0.05**, it can be concluded that:

The flyer design variable (X) has a significant effect on job application interest (Y).

Regression Test Interpretation, The regression analysis indicates that the Alfamart recruitment flyer design has a very significant effect on increasing job application interest. The more attractive, professional, and informative the flyer design, the higher the applicants' interest in applying for a job at the company. The regression model shows that flyer design explains 95.9% of the variance in job application interest, while only 4.1% is influenced by other factors outside the scope of this study.

DISCUSSION

Analysis of Research Findings

Based on the descriptive analysis, respondents demonstrated positive perceptions of Alfamart recruitment flyers. A total of 46.7% of respondents rated the flyer as good in attracting job application interest, while 53.3% stated that the flyer presented a convincing advertisement. These findings indicate that the flyer design is visually effective in capturing applicants' attention and in forming a professional and credible corporate image. However, the results of the paired sample t-test revealed that the increase in job application interest between the pretest and posttest was not statistically significant. Although the mean score of job application interest increased from 23.37 to 24.63, the significance value obtained ($\text{Sig.} = 0.350 > 0.05$) indicates that this increase was not strong enough to be considered a direct effect of exposure to the flyer design. This suggests that job application interest is not formed solely through brief visual exposure, but is also influenced by other factors such as economic needs, job availability, company location, organizational culture, and salary expectations.

The results of the simple linear regression analysis indicate that perceptions of flyer design quality have a significant effect on job application interest. The coefficient of determination (R^2) of 0.959 indicates that 95.9% of the variation in job application interest can be explained by flyer design, while the remaining 4.1% is influenced by other factors outside the research model. The regression coefficient of 1.025 indicates that each one-unit increase in perceived flyer design quality increases job application interest by 1.025 points. These findings demonstrate that flyer design has a significant influence when it is subjectively evaluated by individuals, rather than merely through initial visual exposure.

Comparison with Previous Studies

The findings of this study are consistent with those of Remdani et al. (2025), who reported that attractive and informative recruitment flyer designs can increase applicants' interest. The findings are also in line with Alifa and Ariawaty (2025), who found that employer attractiveness significantly influences job application intention among Generation Z. Furthermore, these results support earlier findings by Wijaya and Setiawan (2020), which emphasized the role of creative recruitment brochure design in influencing job application interest. This study also supports Ekhsan and Fitri (2021), who emphasized that visual design is an essential component of employer branding in shaping positive perceptions of

organizations. Furthermore, the results align with studies by (Hanik, 2020; Lee et al., 2020), which suggest that job application interest is the result of interactions between visual perceptions, personal needs, and rational considerations of prospective applicants. Thus, while visual design may attract initial attention, job application decisions are not determined solely by aesthetic aspects.

The discrepancy between objective CNN-based evaluations and respondents' subjective perceptions is also consistent with the dual-processing theory proposed by Evans (2008), which explains that human decision making is influenced by both rational and intuitive processes. In addition, the findings support Gilch (2022), who argued that applicant attraction is more strongly influenced by perceived relevance of information and perceived benefits than by professional visual quality alone.

Implications of the Findings

The practical implications of this study indicate that companies need to balance visual quality and information clarity in recruitment flyer design. Effective flyers should not only be visually appealing, but also convey information in a concise, clear, and relevant manner that aligns with applicants' needs, particularly regarding employment benefits, career opportunities, and recognition of employees. From a theoretical perspective, this study reinforces the employer branding concept, which posits that individuals' perceptions of recruitment media significantly influence job application interest. The findings emphasize that design effectiveness is not determined solely by professional visual standards, but also by how the design is perceived and personally evaluated by prospective applicants.

Research Limitations

This study has several limitations. First, the normality test of the regression residuals indicated that the data were not normally distributed ($\text{Sig.} = 0.0003 < 0.05$), which requires cautious interpretation of the regression results and limits the generalizability of the findings. Second, this study employed only one independent variable, namely flyer design, and therefore did not fully capture other factors such as work experience, economic conditions, and individual preferences that may also influence job application interest. Future studies are recommended to use larger samples and incorporate additional variables to obtain more comprehensive results.

Synthesis of the Discussion

Based on the overall discussion, it can be concluded that attractive and informative recruitment flyer designs are capable of shaping positive perceptions of companies and significantly influencing job application interest when evaluated subjectively by prospective applicants. However, brief exposure to flyer designs alone is not sufficient to significantly increase job application interest without support from other rational and contextual factors. Therefore, recruitment strategies using visual media should be designed with a balanced emphasis on visual aesthetics, information clarity, and the relevance of benefits to prospective applicants.

CONCLUSION

Based on the results of the study, several conclusions can be drawn. This study concludes that the recruitment flyer design of Alfamart influences job application interest through two approaches: respondents' subjective assessments and objective analysis using CNN–MATLAB. In general, respondents perceived the flyers as capable of representing a professional and credible company image and attracting the attention of job seekers. Although the Paired Sample t-test results indicate that the increase in job application interest after viewing the flyer was not statistically significant ($\text{Sig.} = 0.350 > 0.05$), the simple linear regression analysis demonstrates a very strong and significant relationship between flyer design quality and job application interest, with an R^2 value of 0.959. This means that 95.9% of the variance in job application interest can be explained by the quality of the flyer design. Furthermore, the CNN–MATLAB analysis reveals differences between technical visual evaluations and respondents' perceptions. Flyers that are rated as the most professionally designed are not necessarily the most preferred by respondents. Respondents tend to favor flyers that present information in a simple, clear, and easily understandable manner. This finding indicates that information clarity has a greater influence on job application interest than overly formal visual aesthetics. Overall, recruitment flyer design affects job application interest when the design is perceived positively at a personal level. Therefore, companies need to balance visual quality and information clarity when designing recruitment media.

Future research is recommended to involve a larger number of respondents to enhance the generalizability of the findings. In addition, future studies should incorporate

additional variables such as job necessity level, brand loyalty toward Alfamart, salary perception, and prior work experience, so that the influence of non-design factors on job application interest can be analyzed more comprehensively. It is also recommended to employ more advanced CNN models, such as VGGNet or YOLO, to obtain more precise analyses of visual elements. For companies, particularly Alfamart, recruitment flyer designs should place greater emphasis on the clarity of information regarding job positions, employee benefits, and application procedures, as these elements have been proven to be more attractive to job seekers. This should be supported by consistent use of brand identity colors (red and white), employee photographs, and sans-serif typography to build a professional image and enhance trust. Additionally, developing visual designs that are communicative and not overly formal is recommended to better align with the preferences of younger job seekers.

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