

ABSTRACT

This study examines the brand rankings of three prominent firms in Indonesia's Business Process Outsourcing (BPO) sector—Infomedia Nusantara, Vads Indonesia, and Teleperformance Indonesia—through Twitter interactions. It also explores the most discussed topics on the platform and assesses how internet opinions influence human resource recruitment in BPO firms. Employing a descriptive research approach with a mixed-methods strategy, the study combines Social Network Analysis and Text Analysis using Twitter interaction data. The population consists of individuals engaging with the firms on Twitter via specific keywords, while the sample spans from January 2021 to May 2023. Results show that Infomedia Nusantara holds the highest brand awareness on social media, while Teleperformance Indonesia receives the most positive internet sentiment. The dominant discussion revolves around job vacancies and work life across all three firms. High brand awareness among employees and job seekers to a firm as the employer (employer brand) facilitates recruitment efforts, aiding BPO firms in attracting prospective employees.

Keywords— Brand, Awareness, Employer Brand, Brand Perception, Business Process Outsourcing, Social Network Analysis, Text Analysis, Sentiment Analysis