

ABSTRACT

The success of a company is not only determined by the quality of its products or services but also by its reputation as an employer. Strong employer branding can attract and retain top talent, thereby creating a productive and competitive work environment. In this regard, PT CIMB Niaga Tbk has implemented the Kejar Mimpi Employee Warrior program as an initiative to strengthen employer branding through an Integrated Marketing Communication (IMC) strategy. This study applies the IMC strategy by combining various marketing communication tools, including advertising, personal selling, and public relations. This approach is designed to provide a tangible impact on employer branding by increasing employee engagement and building stronger and more sustainable work relationships. This strategy is developed through a systematic process, including in-depth observations, comprehensive documentation, and relevant literature reviews to ensure the effectiveness of the implemented campaign. The research results show that the IMC strategy applied in Kejar Mimpi Employee Warrior is effective in increasing employee participation and fostering a more collaborative, inclusive, and innovative work culture. This campaign also contributes to building the company's image as a workplace that provides opportunities for employee self-development. Through this program, PT CIMB Niaga Tbk not only strengthens its internal image as a company that cares about employee development but also creates an employer branding model that can be adapted in the digital era. It is hoped that this strategy can serve as a reference for other companies in developing more effective and innovative marketing communications to enhance competitiveness as a leading employer.

Keywords: *Integrated Marketing Communication (IMC), Employer Branding, Kejar Mimpi Employee Warrior, PT. CIMB Niaga Tbk.*