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Literature Review: Factors Influencing the Interest of Indonesian Air Force (TNI AU) Applicants in Batam City

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Abstract: Previous research or relevant studies are crucial in scientific research or articles, as they serve to strengthen theories and explain the relationships or influences between variables. This article reviews the factors influencing the interest of applicants for the Indonesian Air Force (TNI AU) in Batam City. Optimizing applicant interest is highly expected by the organization to recruit high-quality human resources. Several factors influence the interest of applicants for the Indonesian Air Force. The purpose of this article is to identify these factors, and the findings indicate that; 1) Social media influences applicant interest; 2) The image of the Indonesian Air Force affects applicant interest; 3) The recruitment process has an impact on applicant interest. This research is a literature study based on previous relevant studies, serving as a reference for future research in the field of human resource management to help organizations determine strategies and policies.

Keyword: Social Media, Indonesian Air Force Image, Recruitment, & Interest of Indonesian Air Force.

INTRODUCTION

Batam City, located in the Riau Islands Province, is one of Indonesia's strategic cities with a crucial role in national defense and security. As the main gateway to neighboring countries such as Malaysia and Singapore, the presence of the Indonesian Air Force (TNI AU) in Batam is vital. However, a concerning phenomenon has emerged—there is a lack of public awareness about the TNI AU, particularly the low interest of Batam residents in enlisting as TNI AU soldiers. This issue is significant, considering the TNI AU's role in safeguarding national air sovereignty and security.

A high level of interest in enlisting as TNI AU soldiers would optimize human resources within the organization by fostering a competitive and selective recruitment process. An optimal level of applicant interest is essential as it reflects the TNI AU's presence and influence in society. Conversely, a decline in applicant interest may result in suboptimal human resource quality. Therefore, it is crucial to understand the factors influencing interest in joining the TNI AU, including social media, the image of the TNI AU, and the recruitment process.

Table 1. Previous Research

No.	Title	Author dan Year	Method	Result
1	Efektifitas penggunaan media social dalam pemasaran bagi generasi Z.	R. Ali Pangestu (2024)	Qualitative	The role of social media platforms such as Instagram, TikTok, X (formerly Twitter), Facebook, and others has become increasingly significant and widely popular, especially among Generation Z. These platforms are not just for posting photos and videos; they offer a variety of diverse features that make them highly appealing to users. Moreover, social media serves as an effective marketing and promotional tool, allowing content creators to share innovative and engaging ideas.
2	Pengaruh E-Recruitment, Media Sosial, dan Employer Branding Terhadap Minat Generasi Z untuk Melamar Pekerjaan	Ananda, Pretty Jenny & Santosa, Awan (2024)	Quantitative	Social media has a positive and significant influence on Generation Z's interest in applying for jobs; employer branding also has a positive and significant impact on their job application interest; furthermore, e-recruitment, social media, and employer branding collectively have a significant influence on Generation Z's interest in applying for jobs.
3	Pengaruh Citra Perusahaan dan Peran Instagram terhadap Minat Enumerator Bergabung Proyek REDI	Parawansa (2025)	Kuantitatif	Based on the research findings, it can be concluded that: <ol style="list-style-type: none"> 1. Company image has a significant and positive influence on enumerators' interest in joining the REDI project. 2. The role of Instagram significantly and positively affects enumerators' interest in joining the REDI project. 3. Company image and the role of Instagram simultaneously influence enumerators' interest in joining the REDI project.
4	Pengaruh Citra Perusahaan dan Instagram terhadap Minat Melamar Pekerjaan pada Mahasiswa FEB Untar	Feliana (2024)	Quantitative	<ol style="list-style-type: none"> 1. Company image and Instagram play a positive role in influencing the interest in applying for jobs at FEB Untar. 2. Instagram has a greater positive influence than company image on the interest in applying for jobs at FEB Untar. 3. Company image and Instagram simultaneously have a positive and significant impact on the interest in applying for jobs among FEB Untar students.
5	Pengaruh Media Sosial terhadap Rekrutmen pada Anggota Kepolisian	Supriyadi (2024)	Quantitative	The use of social media enhances access to information, transparency, and public participation in the recruitment process. Social media

No.	Title	Author dan Year	Method	Result
				plays a significant role in communication and interaction between the police (Polri) and potential recruits. Additionally, social media can increase public interest in joining the police force.
6	Employer Branding, Reputasi Perusahaan Dan Daya Tarik Angkatan Kerja Untuk Melamar Pekerjaan (Studi Kualitatif di PT Markplus , Corp)	Kurniawan Wicaksono (2023)	Qualitative	Employer branding strategies and company reputation in the recruitment process can attract job applicants to join MarkPlus, Corp.
7	Pengaruh rekrutmen terhadap kinerja karyawan	Lina, R (2020)	Quantitative	Recruitment is based on the assessment of education and competencies.
8	Pengaruh Reputasi Perusahaan Dan Kompensasi Terhadap Minat Melamar Kerja	Siti Fatimah (2021)	Qualitative	There is a positive influence between the company's reputation and the interest in applying for jobs at PT. Gojek Indonesia, Tasikmalaya branch.

METHOD

This type of research is qualitative with a literature review, which involves a series of studies related to the method of collecting bibliographic data. It analyzes theories and the relationships between variables through books and journals, both offline in libraries and online through platforms such as Mendeley, Google Scholar, and other online media. The focus of this literature review is to discover various theories, laws, principles, or ideas used to analyze and address the research questions formulated. The nature of this research is descriptive analysis, which involves systematically describing the data collected and providing understanding and explanations so that it can be easily understood by the reader.

RESULTS AND DISCUSSION

According to previous research (Supriyadi et al., 2024), the use of social media enhances access to information, transparency, and public participation in the recruitment process. The recruitment pattern is closely related to the use of social media; the stronger the image built by the organization through social media, the more applicants will be interested in becoming part of the organization. This makes the factors of social media, organizational image, and the recruitment process equally important and interconnected in influencing potential recruits' interest in applying for the Indonesian Air Force (TNI AU). The current social media platforms of TNI AU should be made as engaging as possible to avoid a monotonous and overly formal impression.

Potential applicants for the Indonesian Air Force (TNI AU) in the current era are from Generation Z. According to research (Pangestu et al., n.d.) it was concluded that there is a relationship between the effectiveness of social media usage and marketing for Generation Z. Potential applicants for TNI AU are more likely to prefer seeking information through fast, simple, and accurate access. With mobile phones, students can access any information, including information about the Indonesian Air Force (TNI AU). The use of social media is closely tied to the daily life of Generation Z, such as YouTube, Facebook, Twitter, and TikTok. This contrasts with the declining interest of Generation Z in conventional information media such as radio, billboards, banners, and newspapers. Information about TNI AU recruitment is more effective when it frequently involves more current social media platforms that are flexible, innovative, and appealing, making it more attractive to potential applicants. The research is in line with the study conducted by (Ananda & Santosa, 2024) that states social media has a

positive and significant influence on Generation Z's interest in applying for jobs.

Besides social media, the image of the Indonesian Air Force (TNI AU) also influences the interest of applicants for TNI AU soldiers in Batam City. According to research (Parawansa et al., 2025) and (Feliana & Gafar Yoedtadi, 2024) which concludes that the image of a company or institution influences job applicants' interest in joining the organization. Additionally, promoting an institution's image through social media platforms such as Instagram significantly and positively affects interest in becoming part of the institution. This is similar to the research by (Fatimah et al., 2021) and (Manajemen & Wicaksono, 2023) which states that employer branding has a significant influence on job applicants' interest. In this research, the image of the Indonesian Air Force (TNI AU) is depicted as a positive reputation built through social media, showcasing the professionalism of TNI AU in carrying out its duties, its discipline in work, humanitarian operations, and community empowerment efforts. These aspects strengthen TNI AU's image as a strong and honorable institution, ultimately increasing the interest of applicants in Batam City. On the other hand, if TNI AU develops a negative image in society such as incidents of misconduct, disciplinary violations among soldiers, and a lack of information about its positive contributions then the interest in applying for TNI AU in Batam City may decline significantly.

Several studies have stated that recruitment is the starting point for achieving an organization's goals by selecting competent individuals. However, if recruitment is not conducted through proper procedures, it may have negative consequences (Lina, 2020). The study emphasizes that recruitment is based on the assessment of education and competencies. In the Indonesian Air Force (TNI AU), the recruitment process consists of two stages. The first stage is the regional selection, where applicants take tests at the nearest TNI AU base. The second stage is the central selection, where candidates who pass the first stage proceed to further assessments at the national level. Incorporating digital applications into the recruitment process will improve access to information, particularly for applicants in remote areas, ensuring that no region is left out of the recruitment process. Additionally, a clear selection schedule and transparent announcement of results will further increase interest in applying for TNI AU in Batam City.

CONCLUSION

Based on the formulation, findings, and discussion presented in this article, the following hypotheses can be proposed for future research: 1) Social media influences the interest of applicants for TNI AU; 2) The image of TNI AU affects the interest of applicants for TNI AU; 3) Recruitment has an impact on the interest of applicants for TNI AU.

Based on the conclusions above, the suggestion in this article is that there are still many other factors influencing the interest of applicants for TNI AU in Batam City. Therefore, further studies are needed to explore and identify additional factors that may affect the interest of applicants for TNI AU in Batam City.

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