

Employer Branding Value on Female Labor Force Intention to Apply for A Job: Study Case in Jabodetabek = Nilai Employer Branding pada Niat Tenaga Kerja Wanita Melamar Pekerjaan: Studi Kasus di Jabodetabek.

.....Antibiotic resistance continues to increase and become a health problem. This triggers the development and discovery of new antibacterial, one of which is derived from plants. Traditionally, masoyi bark is used to treat ailments such as tuberculosis, diarrhea, pneumoniae, and bronchitis. This research aims to identify a class of antibacterial compounds from n-hexane extract and essential oil from masoyi bark against pathogenic bacteria such as *S. aureus*, *S. epidermidis*, *K. pneumoniae*, *S. marcescens*, and *P. aeruginosa* while also characterizing essential oil through refractive index and density. Base on the previous research, n-hexane extract showed weak to strong potency (1,05- 10,33 mm) based on paper disc diffusion method against *S. aureus*, *S. epidermidis*, dan *P. aeruginosa*. Meanwhile, the essential oil of masoyi bark showed weak potency against *K. pneumoniae* and strong potency against *S. marcescens* and *S. epidermidis*. The measured refractive index of essential oil was 1,467 and the density was 0,975 g/mL. In this research, confirmation of antibacterial activity was carried out using paper disc diffusion method, and it was confirmed that extract and essential oil of masoyi bark had antibacterial activity. Identification of a class of antibacterial compounds was carried out using contact TLC bioautography assay. Spots were obtained that produced clear zones and were suspected to be the terpenoid compound group. Spots identified as terpenoid compounds showed the presence of an inhibitory zone against *S. aureus*, *S. epidermidis*, *K. pneumoniae*, *S. marcescens*, and *P. aeruginosa* bacteria.

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Abstrak

Di era sekarang ini, partisipasi kesetaraan gender dalam angkatan kerja merupakan salah satu faktor terpenting yang menjadi fokus organisasi. Namun, masih banyak temuan yang menunjukkan bahwa tingkat partisipasi angkatan kerja terutama berdasarkan jenis kelamin. Perempuan masih memiliki tingkat iuran yang lebih rendah dibandingkan dengan laki-laki, meninggalkan juga pekerjaan besar yang harus dihadapi. Dengan menggunakan simple ordinary least square dan regresi logistik, penelitian ini mencoba menganalisis nilai employer branding yang dianggap sebagai indikator daya tarik organisasi dalam perspektif perempuan yang tinggal di wilayah Jabodetabek.

.....In today's era, gender equality participation in the workforce is one of the most crucial factors organizations are taking focus on. However, there are still numerous findings indicating that the labor force participation rate, especially based on gender. Female is still having a lower contribution rate compared with males, leaving also a huge work to deal with. Using a simple ordinary least square and logistic regression,

this study attempts to analyze the employer branding value which is considered the indicator of an organization's attractiveness in a female perspective who's living in the Jabodetabek area.