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ANALYSIS OF THE EFFECTIVENESS OF USING THE KELAS APPLICATION (PERTAMINA GAS FIELD WORK) IN THE PKL STUDENT RECRUITMENT PROCESS AT PT PERTAMINA GAS

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Abstract:
This study aims to analyze the effectiveness of using the KELAS Application (Kerja Lapangan Pertamina Gas) in the recruitment process for internship students at PT Pertamina Gas. The research employs a qualitative approach with a case study method, involving three informants consisting of Human Capital staff and internship students. Data collection techniques include in-depth interviews, observation, and documentation. The findings reveal that the KELAS Application has transformed the internship recruitment process from a manual system to a structured digital platform, providing benefits such as centralized data management, real-time monitoring through dashboards, and increased transparency for applicants. However, several obstacles were identified, including technical issues such as system lag during peak registration periods, automatic session timeout causing loss of filled form data, and the phenomenon of data decay where stored applicant information becomes irrelevant due to long gaps between registration and selection calls. These findings indicate that while the application has made significant contributions to recruitment efficiency, continuous improvement is needed in terms of system reliability, digital literacy development, and adaptive data management to optimize the effectiveness of digital recruitment systems in the future.

Keywords:
E-Recruitment, Digital HRM, Management System, Effectivenes, Transformation.

BACKGROUND

The development of information technology has significantly transformed human resource management, particularly in recruitment processes (Halid et al., 2020). Digital transformation in recruitment enables organizations to manage candidate selection more efficiently through integrated platforms, replacing conventional manual methods that are time-consuming and prone to errors (Letare et al., 2022; Desi Febriyani et al., 2022). E-recruitment systems offer numerous advantages, including enhanced efficiency, centralized data management, and improved transparency for applicants (Chafizh Hizbulloh et al., 2025). Studies indicate that digital recruitment tools significantly improve hiring quality and candidate reach (Langgeng Ratnasari, 2025). In the context of higher education, internship programs face high applicant volumes, demanding effective digital recruitment systems. Pre-research results at PT Pertamina Gas showed that 54.5% of respondents agreed and 45.5% strongly agreed that the KELAS Application supports recruitment more effectively than previous manual methods. However, preliminary interviews revealed technical obstacles such as system disruption during form

filling, automatic session timeout causing data loss, and data decay where stored applicant information becomes irrelevant due to long gaps between registration and selection calls (Apriyani et al., 2026). These gaps highlight the need for a comprehensive evaluation of digital recruitment effectiveness, forming the basis of this research.

THEORETICAL FRAMEWORK

Digital Human Resource Management (Digital HRM) is a contemporary talent management system that comprehensively integrates modern information technology to manage, direct, and align workforce relationships and roles more effectively, predictively, adaptively, and efficiently (Primadi Candra Susanto et al., 2024). Digital HRM redefines traditional HRM functions as a process of planning, organizing, directing, and controlling human resources fully based on digital technology adoption to achieve organizational strategic goals responsively (Halid et al., 2020). Recruitment is the initial step in human resource management that aims to seek potential workers according to organizational needs and vision (Baranyi, 2025). Recruitment consists of several stages that must be systematically followed to produce quality candidates: (1) Needs Identification, (2) Candidate Selection Process, (3) Placement and Orientation, and (4) Recruitment Evaluation (Ribangun Bamban Jakaria et al., 2022). E-Recruitment is a system that enables organizations to receive, store, and screen job applications automatically through online platforms, operating based on predetermined parameters (Hegazy & Elsayed, 2022). Advantages of e-recruitment include enhancing organizational branding, reducing time consumption, and improving candidate data management accuracy (Kissi, 2023). However, challenges include data security risks, algorithmic bias potential, and digital access gaps (Baranyi, 2025). Effectiveness Factors in digital recruitment systems include human resource quality, technology infrastructure availability, top management support, and evaluation frequency. Effectiveness is defined as the ability of a system to achieve predetermined goals, measured through both technical and operational dimensions (Musaba et al., 2024).

METHOD

This research uses a qualitative approach with a case study method. The qualitative approach was chosen because this research aims to understand in depth the processes, experiences, and perceptions of people directly involved in using a digital recruitment system (Moleong, 2018). Unlike quantitative research that focuses on numerical measurement, qualitative research enables researchers to explore complex social phenomena through rich, detailed descriptions and interpretations of participant experiences (Creswell, 2019). The natural setting serves as the primary data source because behavior and interactions are strongly influenced by context, thus research is conducted directly at the location where the activities being studied routinely take place (Putri et al., 2026). The case study method was selected because this research focuses on a single specific analysis unit—the use of the KELAS Application in the PKL student recruitment process at PT Pertamina Gas. According to Creswell (2019), case study methodology is particularly relevant when researchers want to understand how a program or system is implemented in a real situation and why a phenomenon occurs. Through this approach, the researcher can comprehensively explore the implementation process, perceived benefits, and various obstacles encountered during application usage. Rashid et al. (2019)

emphasize that case studies allow for in-depth, multi-faceted exploration of complex issues in their real-life context.

RESULT

Based on observations and interviews, the research found that the KELAS Application has transformed the internship recruitment process from a manual system to a structured digital platform. Prior to implementation, files came through various uncoordinated channels such as email, WhatsApp, and physical drop-offs, making the process difficult to control. Participant A stated that the application was designed to make recruitment more directed and less overlapping, with all processes now centralized from registration to final selection. Participant B confirmed that daily operations have significantly improved, as staff can now check registration statuses and document completeness through the system's dashboard rather than manually reviewing files. The application provides substantial benefits for both internal staff and applicants. For the Human Capital team, advantages include enhanced administrative efficiency, real-time monitoring, and improved data accuracy. Participant A noted that data has become more orderly and reliable, eliminating the need to manually compile information from various sources. Participant B highlighted the ease of monitoring through the dashboard, especially during peak recruitment periods.

For applicants, benefits include cost efficiency and information transparency. Participant C explained that applicants no longer need to print and courier physical documents, and the user interface provides clear guidance for registration. The system also allows applicants to monitor their application status independently. Despite these positive contributions, several obstacles remain. A recurring technical complaint is automatic session timeout, which forces users to log out if they spend too long on a page, erasing filled data. Participant B revealed that the team frequently receives complaints about this issue. Participant C confirmed this flaw, describing the frustration of losing a filled draft and restarting the process. Additionally, data decay presents a significant challenge, as applicant data often becomes obsolete due to time gaps between registration and selection calls. Participant A explained that stored data frequently becomes irrelevant, forcing staff to conduct manual re-verification via phone calls, which consumes considerable time and resources. These findings indicate that while digital transformation has brought progress, continuous system improvements are essential.

DISCUSSION

The research findings indicate that the KELAS Application has effectively transformed the internship recruitment process from a manual system to a structured digital platform. This transformation aligns with research stating that web-based e-recruitment systems allow organizations to conduct initial screening automatically based on predetermined criteria, making the selection process more systematic and accurate (Desi Febriyani et al., 2022). The centralized database system enables easier searching, monitoring, and tracking of applicant status in real-time, reinforcing findings that digital-based recruitment information systems improve data management efficiency and support more accurate decision making (Chafizh Hizbulloh et al., 2025). The integrated system also enables better coordination among team members, as they can access the same data simultaneously, eliminating miscommunication and the need to physically share files (Rahayu et al., 2018). From the transparency aspect, applicants can monitor their application status independently, reducing the burden of individual

inquiries and allowing staff to focus on qualitative analysis of candidates (Zhafira & Ahmadi, 2024).

However, several obstacles remain that affect the effectiveness of the recruitment process. Technical issues such as automatic session timeout causing loss of filled data and system lag during peak periods become significant challenges for both applicants and the HR team (Baranyi, 2025). Additionally, the data decay phenomenon indicates that optimization of digital recruitment systems through talent pools has not been fully effective, as applicant data often becomes obsolete due to considerable gaps between registration and selection calls (Kroll et al., 2021). Consequently, the HR team must conduct manual re-verification, consuming significant time and resources. Although the e-recruitment system has been running, continuous improvements are still needed to optimize the recruitment process. This obstacle indicates that the system must transform into an effective, responsive, and integrative recruitment ecosystem to eliminate technical gaps and operational inefficiencies (Apriyani et al., 2026). Although the e-recruitment system has been running, continuous improvements are still needed to optimize the recruitment process.

CONCLUSION

The analysis of KELAS Application utilization in the internship student recruitment process at PT Pertamina Gas reveals that the implementation has successfully transformed the recruitment management pattern from a manual system (via email and Google Forms) to a structured application-based electronic system. This transformation is evident from the use of dashboards for applicant data monitoring, data storage in centralized databases, and transparency of application status accessible independently by applicants. According to Human Capital Staff informants, the KELAS Application is considered more effective than the previous manual system because it provides ease in administrative aspects and monitoring. Benefits are identified from two user perspectives: from the staff side, perceived benefits include ease of monitoring applicant data through dashboards, acceleration of document verification, and faster data access; from the applicant side, benefits primarily include information transparency and ease of registration access. However, the utilization of this application still faces various operational obstacles and technical constraints.

The main problems identified include technical aspects such as system lag when registration traffic volume is high, automatic session timeout policy that can delete applicant form filling drafts, and document format and size incompatibility. Non-technical obstacles include applicant data that is no longer valid or no longer available to participate in the PKL program, occurring because there is a considerable gap between registration and selection calls, requiring staff to conduct manual re-verification via telephone or short messages which increases administrative workload and operational inefficiency. Theoretically, this research contributes to the development of literature in Digital Human Resource Management and electronic recruitment systems, confirming that technology integration reduces operational bureaucracy and improves data processing efficiency. Practically, the findings provide evaluation guidelines for PT Pertamina Gas to invest in server infrastructure, evaluate session timeout configurations, implement draft saving features, and develop better data management systems. This research is limited by its qualitative case study approach focused on a single unit analysis and its relatively short three-month duration, suggesting that future research should consider quantitative or mixed methods with extended observation periods.

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