ABSTRACT

From many years ago, recruitment goes in traditional way. Companies that need employees put job advertising on the printed media, and then people who want the job post their Curriculum Vitae or come to apply. But in this Internet era, there is a new way of recruitment. Company can put their job advertisement on the Internet, and people who are looking for the job can search them online. The job seeker can put their CV in the websites, so company can search them, too. Many recruitment agents go online use this opportunity. They put database of job vacancies and CV of the job seeker on the Internet. Many of them offer free services, for the job seekers and even for the companies. But, like the other internet companies, how they can get profits? How they can generate revenue? What are their business model?

In this thesis, it will try to develop a business model that can make positive cash inflows for an Internet job broker located in Jakarta. Soft System Methodology will be used to build the business model. The main problem of this research was: How to build a viable Business Model using SSM for Internet Job brokerage in Jakarta. Solution of this problem will be Business Model as result of SSM process.

Keywords:
Business model, Internet job broker, Soft System Methodology

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