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Gamification for Recruitment: A New Tool to Attract Talent

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ABSTRACT

At present, the recruitment process has had a new form, which is initially self-managed to be managed by another party or initially managed manually now digitally managed. Recruitment application is a form of digitalization of the recruitment process. Millennial generation as a potential recruitment object, most of their lives are inseparable from Games. To attract the best talent from this generation into the company, a recruitment application is packaged with the concept of gamification with the aim that by playing a gamification application, the company can attract the best talent and talent can also show interest and show their abilities more pleasantly.

Key words: *Gamification, Recruitment, Attract, Talent, Millenial.*

1. INTRODUCTION

At present, the recruitment process has had a new form, i.e. it was initially only managed by itself to be managed by another party or initially it was managed manually now it is managed digitally. In the past, when there were job openings, interested ones had to write and print their own applications and then send them by post, now interested people only need to see the suitability of the job vacancy with their expertise and interest then press the "submit" button which automatically requests applications for the said job vacancy are sent automatically by the application provider job vacancies available on the internet.

With the development of information technology, the implementation of employee recruitment, which is a routine activity for every organization or company, is currently looking for new methods to attract the best talent to be employed in their organization or company.

Job seekers (talent) is currently enough to register themselves with many job vacancy providers online (for example: jobsdb.com, karir.com), through specialized social networks for job search / talent hunting (linkedin.com) or directly to the company's website want to propose.

Millennial generation which is the object of recruitment has technology-minded characteristics, no gadget no life, critical and creative thinking, easy to get bored with the same thing, completely instantaneous and so on, are traits that require special attention and require special strategies for recruiters in the department the development of human resources in the company, for how to get potential candidates to fill suitable vacancies for him so that after they are accepted at the company can develop to channel their talents and feel comfortable working at the company.

It needs innovation in the recruitment process, especially for millennials whose lives are very familiar with the games (games) played in their gadgets. Using Gamification in the recruitment process is one solution.

Gamification is an activity or process that uses mechanisms or rules in games but is used in the context of non-gaming activities, one of which is in the recruitment process. The uniqueness of the gamification method is the way to attract attention where the company and prospective employees can interact with each other, unlike conventional recruitment processes. One function that can be used from this system is to provide psychological testing to prospective employees. However, the format is different because it is through the game.

Innovative recruitment also shows the 'value' of the company itself. Millennials who are potential young potential employees generally prefer interesting and unique things than traditional methods. The more creative and innovative ways of recruitment, the greater the chance of getting employees who are no less creative and innovative. One example of companies in Indonesia that has implemented this concept is PT. Astra International Tbk, which has successfully implemented it for four years to assess their potential employees before they are actually accepted.

The application of Gamification for the recruitment process of employees abroad has been used very often. Big companies like Google, Domino Pizza, Loreoreal, Marriot Hotels and even the American Army have implemented it. In writing in this article, the writer tries to describe this phenomenon by reviewing journals that specifically discuss Gamification in the employee recruitment process.

2. LITERATUR REVIEW

2.1 Recrutment Process

The recruitment process is defined as a process to get prospective employees who have the ability in accordance with the qualifications and needs of an organization / company [1]. Recruitment is an effort to find, find, attract and influence workers to apply for vacancies in a company.

2.2 Game

Game is a voluntary interactive activity, where one or more players follow the rules that limit the behavior of these players, enforcing a conflict that can produce a clear and countable ending.

According to the game genre, Games can be grouped into the following:

A. Simulation Examples of games that are included in the simulation game are construction and management simulations, vehicle simulations such as those applied to racing games, war, space, etc.

B. Education Examples are edugames that are made with specific goals as educational tools, both for learning to recognize colors for toddlers, knowing letters and numbers, mathematics, to learning foreign languages. Developers who make it, must take into account various things so that this game can really educate, increase knowledge and improve the skills that play it.

C. Entertainment

- Action - Shooting, (shooting, or beating can also be stabbing, depending on the story and the characters in it). This type of game really requires reflex speed, eye-hand coordination, also time. the essence of this type of game is shootouts.

- Fighting (fighting), there is a grouping of fighting games in the Action section, but the authors think differently, this type does require reflexes and eye-hand coordination, but the essence of this game is mastery of the moment (memorized the way and smoothly execute it), character recognition and time is very important. And different from Action games in general, which generally only against Artificial Intelligence or the general term against the computer, players of this type of fighting game have just tested their true abilities by fighting other players.

- Adventure, a pure adventure game, emphasizes the storyline and thinking ability of players in analyzing the place visually, solving puzzles and concluding 10 series of events and character conversations to the use of objects at the right place.

- Role Playing, this type of game according to the translation, role playing, has an emphasis on the character / role of the player's representative in the game, which usually is the main character, where as we play it, the character can change and develop in the direction the player wants (usually becomes the more powerful, the stronger, the more influential, etc.) in various parameters which are usually determined by increasing the Level.

- Casual games, as the name implies, casual games are not complex, play relaxed and very easy to learn. This type usually requires a standard computer specification in its era and its size is not more than 100 MB because it can usually be downloaded demo version on the official website. The game genre is usually a puzzle or simple action and generally can be played using only.

- Online Multiplayer Games, a game that can be played simultaneously by more than 2 people (even reaching tens of thousands of people at a time) allows players to play together in one virtual world from just chatting to killing dragons with friends who don't play anywhere. Generally, this type of game is played on a PC and has an RPG theme, although there are also those with music or action

2.3 Gamification

Gamification is defined as the use of concepts, rules, game design elements in a non game context. dynamically and mechanically integrated [2]. Examples of use include: internal training programs, employee recruitment, community development activities, marketing activities and customer service, with the aim of encouraging desirable behavior such as encouraging the adoption of business processes & tools of the company, influencing the increased use of applications. Gamification encourages user participation and involvement, increases employee productivity, and increases customer loyalty.

The use of the concept of gamification in the recruitment process is mainly focused on capturing potential employees as known by the company, because this type of recruitment model can build high-quality employees and reduce costs caused by employee turnover [3].

There are 4 reasons why you use Gamification [4] :

- To test special skills.
- Make the recruitment process more interesting.
- Saving time
- Can still compete with competitors.

The task of a talent acquisition in the company is to find and recruit potential employees and involve them in the company, prospective employees are expected to become champions in their respective fields of work, so recruiters must be able to

ensure that only candidates who fit the requirements and company culture will be accepted. [5] When gamification is applied to the recruitment process there are several benefits to be gained, among others:

- The process of eliminating candidates can be done faster because gamification allows companies to only test certain skills, such as Time Management, Creative & Innovative Thinking and others.
- Candidates can find out and understand about the company with its policies in a more pleasant way.
- Gamification allows candidates to do a platform simulation of the types of jobs that exist in the company.
- Helps reveal the actual behavior and abilities of candidates.
- Gamification is present as an attractive and innovative platform for job seekers thereby helping to improve a good corporate image, especially in the eyes of young people.

2.4 Models Gamification for Recrutment

In the article [4] write there are several application models that can be used for the recruitment process in Gamification:

A. Employee Referral Tool

Gamification has the effect of encouraging employees to share job information with their friends through their social media. Giving rewards such as the lure of an opportunity to get cash rewards each share the information with five of their friends.

B. Virtual Job Fair

Today's internet world allows recruiters to create a kind of fun and attractive virtual job fair to attract potential candidates. A virtual job fair that is created, can use different logic games to test the skills and abilities of job seekers, this helps recruiters to narrow their choices and screen the right candidates easily and accurately.

One example of an Indonesian automotive company, PT. Astra International successfully applied the concept of Virtual Job fair through the website www.astra.co.id/virtue. Many benefits for job seekers include:

- Online 24 hours during the job fair period.
- Can be accessed quickly & easily through various devices.
- Free of registration and printing fees.
- Steps to applying for a job are easy and simple.
- It is possible to make a CV online.
- Without having to queue.

C. Puzzles

Puzzle is an effective and inexpensive recruitment strategy to gain valuable insights during recruitment time. Puzzles help recruiters to assess the level of problem solving of job seekers. The candidates can be tested for their abilities without feeling bored.

D. Rewards

If the company has its own website specifically for the recruitment process, this will make the use of Gamification more intense. We can apply reward points or badges every time job seekers provide comments or rate videos about the company.

E. Video Interview

Video interviews are a mutually beneficial recruitment technique between recruiters and job seekers. For jobseekers, they can save time and money to travel to the interview place and can reduce the stressful stress they face because they do it in the comfort zone of the job applicant.

F. Realtime Progress Bar

A good job search portal can provide a realtime progress bar that can be easily followed by job seekers, in addition to candidates can monitor the results of the selection process that has been done also helps them stay focused and engaged at the next stage to get rewards.

2.5 Organization using Gamification: Case Study

[5] stated about companies in the world that have used gamification applications in the recruitment process, among others:

A. Reveal by L'Oreal

Gamification is carried out to see the applicant's analytical skills by playing a game with the theme "solutions to real-world issues". Applicants are invited to participate in the game by giving gifts or opportunities to be selected in the recruitment process. The winner of the competition is determined by the highest points and the best response to the last question of the game.

B. My Marriott Hotel by Marriott International

Gamification is done through applications on Facebook social media that can be played by employees and potential applicants with the theme of managing a private kitchen or managing other parts of the hotel, such as bedrooms, reception, etc., with challenges in the form of time limits with reward in the form of points. This application provides an overview of employees who work now and tallent who are interested in working at the Marriot Hotel,

that Marriot Hotel is an organization that takes care of its employees.

C. JeuFacteur Academy by Formapost

Gamification is done through an application and is intended for new employees. This application is used for 1 week as a substitute for training which is quite expensive. In this application, new employees are required to do activities ranging from getting up early to going to bed at night with work activities that have been determined for 1 week. The end result of this gamification is that new employees can better understand the work to be done and have more weighty questions to the trainer.

D. Multipoly by PWC Hungary

Gamification is done through the application and is intended for tallent who are interested in joining the PWC. This application simulates a job interview, and during this job interview simulation, Tallent can act as a consultant applicant, senior consultant or as a manager. Tallent must submit a business account, digital skills and relational skills to play this game. The result is, Tallent who plays this game is better prepared when dealing directly with the interviewer.

E. Wasabi Waiter by Knack

Gamification is done with an application intended for Tallent who has applied for Knack.it. This application simulates a tallent being a wasabi waiter. The task of a wasabi waiter is to match the mood of the customer with the dish being served, still paying attention to the empty plates actually entering the sink and also still serving new customers. This application captures all tallent activities in data and is processed using the milisecond algorithm to determine behavior, emotional cognition, gauges conscientiousness and other qualities related to job performance. This game will then score all Tallents and calculate Tallents with satisfactory results.

3. GAMIFICATION FOR RECRUTMENT DESIGN

3.1. Key Design

If we look at the case study in the previous chapter, and according to Fetzer, M. 2015 [6], that assessment is used to evaluate the ability of a talent such as Knowledge, Skills, Attitude (KSA), which matches the job being applied for, has a measurement method that is unique and different so the game design of a gamification must really pay attention to the uniqueness to further facilitate the assessment carried out.

To make it easier to identify key design in a game design from a gamification to attract the attention of talent, a framework known as MDA (Mechanics, Dynamics and Aesthetics) is used. The Game Framework compared to the MDA Framework is formulated as follows [7] :
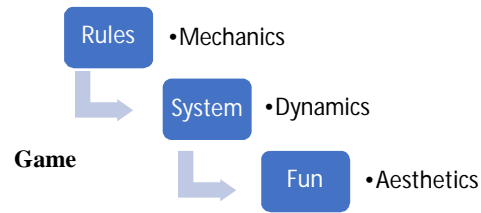

Figure 1: Design Counterparts (MDA)

With a detailed explanation of MDA or ADM, as follows:
A. Aesthetics (A)

Encourage users emotionally when interacting with the game system with taxonomies as follows:

Table 1: taxonomy aesthetics

No	Taxonomy	Definition
1	Sensation	Game as sense-pleasure
2	Fantasy	Game as make-believe
3	Narrative	Game as drama
4	Challenge	Game as obstacle course
5	Fellowship	Game as social framework
6	Discovery	Game as uncharted territory
7	Expression	Game as self-discovery
8	Submission	Game as pastime

B. Dynamics (D)

Encourage user behavior in mechanically managed input actions that affect the output of other users. Example: use time limit as a challenge or use a thermostat as a measure of the challenges faced (too hot or too cold).

C. Mechanics (M)

Components in the game are described through data levels and algorithms. Mechanics is basically the support of all dynamics gameplay. Example: shotgun, ammunition, area.

Gamification can be said to be successful if the user really feels fun playing the application and there is no special composition that ensures that using some or all aesthetics taxonomy will encourage or make the user feel fun [7].

With the explanation and examples above it can be defined that the key design of a gamification for recruitment to attract tallent is to make a talent fun and willing to put the power and effort to reach the highest level in the Tallent filter application made by gamification.

3.2. Proposed Design

After knowing the key design of a gamification for recrutment, then to ensure that a tallent filtering application can really attract attention, following the concept of the design pose. The design concept consists of a game element and a description of its ADM method.

Table 2: Game Design Elements Used

Game Elements	Forms	Use
Achievements	Points, badges, leveling, leaderboards, ranking table, certificates, virtual currency, uang monopoli. Etc.	Giving awards in the form of points, leveling badges, ranking, prospective employees will get satisfaction, develop skills and feelings of respect, motivation and fun.
Rewards	Equipment, tools and resources to use in the game, collectible object, bonuses, produk perusahaan gratis.	Depending on the achievement, reward provides extrinsic motivation and recognition for time spent, and last but not least, is the skill acquired
Time	Schedule, countdown, real time progress chart	Reward for time and countdown create a sense of urgency, respect for time.
Story	Naration, quest (journey)	Narasi/ cerita menarik yang mengambarkan latar belakang dan alur peristiwa.
Metode/ Teknik	Challenge, puzzle, riddle, simulation, quiz, competition, problem solving, teamwork.	The forms of the game that can be done and provided by the system.
Personalization	avatar choice, avatar customization, character naming.	Selection of avatars and models, adjusted to the preferences of prospective employees

Table 3: Gamification for Attract Tallent Design Concepts

Gamification project element for recruiment	
Component	1. Achievement.
	2. Avatars
	3. Character naming
	4. Badges
	5. Leaderboards
	6. Challenges
	7. Competition
	8. Mission
	9. Puzzle
	10. Quiz

Gamification project element for recruiment	
	11. Teamwork
	12. Problem solving
	13. Ranking tables
	14. Levels
	15. Points
	16. Rewards
	17. Free company product
	18. Virtual currency
	19. Virtual goods.
	20. Collection object
	21. Time
	22. Countdon
	23. Realtime progress chart
Aesthetics	1. Narratie
	2. Challenge
	3. Competiton
	Expression Fellowship
Dynamics	1. **Challenges**: is a task that requires effort (effort) from the candidate to achieve the target or goal. 2. **Chance** – Every candidate has the same chance in winning the game. 3. **Competition** – In every competition there are parties who win and lose. The party who wins will get the chance to the next game with more difficult challenges. **4. Cooperation** rules of cooperation between players or groups are possible to achieve goals. The rules will be explained in each game. 5. **Feedback** – information about the progress of progress, difficulties, shortcomings, weaknesses of each candidate during the game. 6. **Opportunity** – each candidate has the same opportunity in getting the resources needed in each game 7. **Rewards** – every winner in one game is entitled to a reward in the form specified in the game rules. **8. Transactions** Transaction between players is possible directly or indirectly. 9. **Returns/ Replay** – It is possible to replay the game if there is enough time. **10. Winning condition** Conditions, rules, conditions, rights and explanations regarding players or groups of players are declared winners.
Mechanism	1. **limitations & restriction:** each level of the game has been determined the time required. Other limitations in the game must be determined. 2. **Emotions:** Expression of emotions such as curiosity, angry, competition, frustration and others. 3. **Narrative** – Each type of game must have a narration to explain the rules of the game, the flow of the game and others. 4. **Progress:** the development of each player in the game 5. **Relationships:** Social interaction in the game produces feelings of friendship, status, empathy and others

4. LESSON LEARNED

Lesson learned gained from this literature research is a gamification is is a new method that is innovative and challenging as well as fun, which can be applied by the human resources development department especially for the

recruitment section within the company. This method can replace the traditional recruitment process which usually requires a long time, monotonous process and tends to be boring. Gamification can increase the engagement of applicants, especially from millennial generation, aside from being able to save time and money in the recruitment process.

5. CONCLUSION

Gamification is an innovative tool that can be used by Human Resource Department personnel in the field of recruitment in a company, to select prospective potential employees, especially from the millennial generation, to attract their interest in and developing in the company, reducing boredom and monotony if done with the recruitment process ordinary.

But it is realized that making a recruitment application with gamification simulation is a significant challenge especially in terms of system design to be built, infrastructure and application development.

Further research can be conducted to know what is minimal requirement of MDA that can be applied in order to make gamification of a recrutment tool can be accepted by work talent especially millineal tallent.

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