

ABSTRACT

The activities of internal stakeholder relations at PT Indonesia Power Priok POMU encounter some obstacles at the employee level due to individual differences in busyness, leading to not all employees being able to participate in all activities organized by Public Relations. To address this phenomenon, PT Indonesia Power Priok POMU's Public Relations strives to reduce the gaps among internal stakeholders, aiming to create harmony within the company that will lead to its success. The purpose of this research is to identify the internal stakeholder relations activities conducted by PT Indonesia Power Priok POMU's Public Relations in maintaining harmonious relationships with internal stakeholders and to determine the impact of these activities. This research employs the Internal Stakeholder Relations theory by Ruslan, categorized into employee, manager, and shareholder relations. The research method used is descriptive qualitative with data collection through interviews, observations, and document studies. The research findings indicate that the employee relations at PT Indonesia Power Priok POMU involve activities such as Priok CERIA, competitions, podcasts, meetings, Friday gymnastics, award-giving, and anonymous suggestion box. Meanwhile, manager relations involve Priok CERIA, executive meetings, manager handovers, and Coastal Clean Up. Furthermore, shareholder relations include report or magazine distributions and meetings. These activities have a positive impact on the company, particularly in enhancing the sense of camaraderie among internal stakeholders, resulting in maintained harmony and a reputation for being a closely-knit yet professional unit within Priok POMU.

Keywords : internal stakeholders, organizational communication, public relations