

## **ABSTRACT**

*Internal media becomes important in a company, due to the used of internal media as a medium for information dissemination about the company to the public. One of the divisions within the company that own tasks in designing and delivering information to the public of the company, both internal and external is Public Relations (PR). In this study, researchers used a qualitative descriptive study with postpositivism paradigm. Researchers collect data using interviews, observation, literature and documentation. In a way, Public Relations of PT. KAI utilize one form of internal media such as tabloid to meet the needs of information about the company which is needed by the audience. The media is named Tabloid Kontak. There are several steps taken by Public Relations of PT KAI in managing Tabloid Kontak, it is also known as public relations work process. The stages are: (1) fact finding, at this stage Public Relations gathers collective information from PT KAI in the Region, (2) Planning, at this stage there are four types of planning: planning activities, content, media, and distribution, (3 ) Communicating, at this stage Public Relations of PT KAI undertakes communication activities using printed media and website, (4) Evaluating, at this stage Public Relations evaluate the program and the working process that have been done. Overall management process performed well enough.*

**Keywords:** *Internal Media, Public Relations Process*