

**IMPLEMENTATION MESSAGES THROUGH THE VALUE IN PT
PERTAMINA (PERSERO) IN BUILDING
GOOD CORPORATE GOVERNANCE**

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Abstract

*Corporate culture is a form of company in achieving good corporate governance. PT Pertamina is committed to running the corporate culture with the existing values, the values are the guidelines for all Pertamina people in running their business activities. In internalizing the values to all internal Pertamina a public relation is required to be able to package the messages contained in the values with the right media. This research was conducted to find out the description of the values communicated by public relations of PT Pertamina by using internal magazine is a theme to build human resources in encouraging good corporate governance. The method used in this research is qualitative. The technique of collecting data which done with documentation and observation. This research was dissected by using qualitative content analysis by analyzing the content of news on internal magazine Pertamina. The researchers used the hybrid theory of Herman and Chomsky. Through the results of research using the hybrid theory which is analyzed by content analysis, it is found that there is news that leads to the values. **Word order : Good corporate governance, Content analysis, Values***