

ABSTRACT

Nowadays, innovation in digital technology presents a representation of socio-culture in society. That innovation creates a new thing which is acceptable for the society, it brings consequences for markets which are increasingly heterogeneous with a swift, competitive, and unpredictable. All the acceleration growths of technology bring the changes of the company from industrial becomes digital ways. Disruptive innovation is term of those phenomena. Department of Human Capital Communication's strategic role is under the management of Telkomsel. Department of HC Com's job desk are preparing the human resources for passing through that challenge. The research's goal is knowing more about communication strategic that has been set up by Department of HC Com. This research uses Philip Lesly's communication planning model and focuses to element communication by Harold Laswell which explain the determination of communicator, audience understanding, message formulation, media selection, feedback of acceptance, and evaluation conducted. This research uses descriptive qualitative method with case study which describes and multiplies the problems that exist in this research. The results of research are communication strategy through awareness. acceptance, action which determines the techniques, traits, forms of messages that can build, encourage, and create actions derived from communicator's ideas through media that defined in accordance with organizational, intranet, emailblast, SMS Broadcast characteristics.

Keyword: Strategy Communication, Disruptive Innovation, Department of Human Capital Communication.